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SOAP

A MONTHLY MAGAZINE

for Manufacturers of Soaps of All Kinds, Disinfectants,

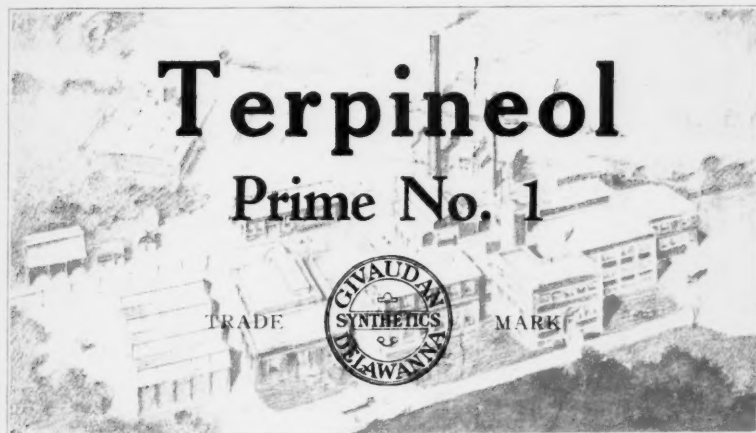
Household Insecticides, Cleaning Preparations, Polishes and Allied Products

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VOLUME THREE

FEBRUARY, 1928

NUMBER SIX



The Plant behind Givaudan-Delawanna Products

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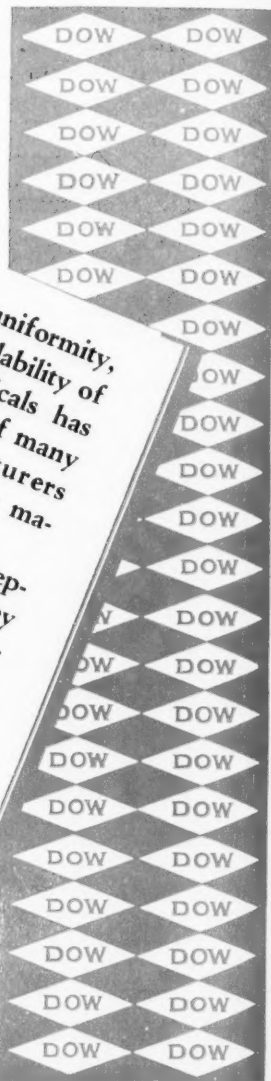
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THE unvarying uniformity, quality and dependability of Dow Aromatic Chemicals has made them the choice of many discriminating manufacturers of soaps, cosmetics, spray materials and antiseptics. Manufactured under exceptionally high standards, they more than meet the most exacting requirements. Your requests for quotations are invited on the following:

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SOAP

Volume Three
Number Six

The Editor's Page

Back to the Soap Business

IN some soap manufacturing quarters, it has been intimated that soap prices will of necessity have to be advanced to cover the low prices at which glycerin has been selling for some months, and is still selling. With crude glycerin quoted from fourteen to fifteen cents per pound, there was a profit in its sale which is quite obviously not there when the market hovers around eight cents as it does to-day. Those soapmakers who have counted on a definite income from crude glycerin sales at a normal price, find that this income is not forthcoming at the present time. To take its place, they must turn to another source, of which there is only one, namely their soap production.

An advance in soap prices to make up lost glycerin income appears to be a logical move. In some cases, it is an absolute necessity, especially for those soapmakers who leaned too heavily on their glycerin profits when prices were high and the horizon carried a rosy hue. That such a move should never be necessary has been definitely established in almost every industry where by-products have to be sold. Nevertheless, like innumerable instances in the past, soapmakers have given undue importance to the relation of glycerin to their total business when prices have been high and demand active. When the money is rolling in, it is very easy to forget that glycerin is a by-product, a product incidental to soap production.

Some months ago when the glycerin market was high, too high in fact for the ultimate good of producers, reductions in soap prices were made by a number of manufacturers. Excess glycerin profits were directly responsible. To-day, there are no profits in glycerin and much the same applies to certain classes of soap. To-morrow, glycerin may be up again, and then next month, there may be a recurrence of the present market weakness. This is characteristic, and for this reason, soap prices should be fixed independently of glycerin. They should be divorced completely from an always uncertain glycerin market. They should be fixed at levels which will show a profit even if never a pound of glycerin were sold.

The primary product of the soap industry is soap. The present situation in glycerin should drive this point home. If it does, to-day's loss in profits may prove in the future to have been a boon in disguise.

Vegetable Oil Duties

A BILL designed to increase the import duties on palm oil, palm kernel oil, coconut oil, and copra has been introduced in Congress by Representative Dickinson of Iowa. The bill proposes to increase the duty on coconut oil from two to four cents per pound, and to place a duty of four cents per pound on palm and palm kernel oils which at present are duty free, and three cents per pound on copra which is also duty free. Peanut, soya bean and cottonseed oils are named in the bill, but no revision in their rate of duty is proposed.

If the dairy interests of the country had their way, and this bill emanates from dairy interests as might be expected, foreign fats and oils either for food or soap manufacture would never make their way past our borders. The very farmers who howl loudest and longest about the tariff on manufactured goods would fain protest their own goods with even a higher tariff, a tariff which would practically prohibit the production of margarine and soaps from any fats but those of their own cattle. While one farm representative in Congress carries on a tirade against tariffs in general as inflicting an unbearable hardship on the American farmer, his colleagues urge high duties on certain farm products to ease the burden of the selfsame farmer.

The new proposed duties on palm, palm kernel, coconut oils, and copra would average about fifty per cent based on present market prices. A fifty per cent duty! Truly, these dairy people are modest in their requests. Needless to say, the soap and margarine manufacturers will fight any proposed legislation of this character tooth and nail. It will encounter strong opposition from other quarters. In the present Congress, its passage is questionable, but when the attitude of this august body toward

weird legislation such as the McNary-Haugen Bill is considered, the possibilities are infinite. The bill should be spiked before it gets out of committee.

More About Anti-Freeze Glycerin

QUITE obviously, one of the greatest dangers to the reputation of glycerin as an anti-freeze compound is sophistication by distributors, dealers, and garage men. One does not have to go very far in looking over the glycerin situation to realize that the opportunity for adulterating glycerin is great, and that because of the comparatively high prices of radiator glycerin, the temptation is even greater. Where any high priced product—and as an anti-freeze agent, glycerin falls in this class—is dealt in *in bulk*, there is not only the possibility of adulteration, but a very strong probability. Some years ago, the alcohol people who market branded anti-freeze alcohol, realized the necessity of protecting their goods against dilution by distributing them in sealed cans, and alcohol is a comparatively cheap product where the temptation to add water is correspondingly less than in the case of glycerin.

There seems to be no doubt in our minds that a goodly proportion of the troubles which have been laid at the door of glycerin during the past two seasons, are due directly to cutting down the glycerin with water before it is sold. An automobile owner who believes he is protected down to zero, for example, by adding two gallons of radiator glycerin, finds to his sorrow that his protection was mythical. He has been told that glycerin cannot evaporate, and he knows that his cooling system is tight. His only conclusion can be that glycerin is not what it is said to be by the people who sell it. He is completely unsold on glycerin, and perhaps conveys his dissatisfaction to a half-dozen or so of his friends. The man who sold the glycerin or serviced the car may know the truth, but he is not likely to tell it.

Producers of radiator glycerin still have a lot of educating to do and a deal of ignorance and misinformation to overcome. In the first place, it is too bad that glycerin was ever put out to the anti-freeze trade under the name of glycerin. It opened wide the door to every sharpshooter in the automotive field. In the second place, radiator glycerin should never be sold in bulk. If ever there was one product which needed the protection of a sealed, branded can more than another, glycerin is it. These are two weak spots in the present marketing situation. Clear them up, along with the host of misinformation which has been spread about regarding glycerin, and a big step forward will

have been taken. The fact always remains that, properly used, glycerin is a superior anti-freeze product.

A Black Eye

NOT so long ago, a salesman for a soap company changed his job. It seems that the firm for which he had been selling prior to making the change, sold most everything under the guise of soap, except soap itself. They sold low grade, badly adulterated goods, soaps for toilet use which were not fit for the most crude soap-using operations. Their advertising claimed the *n*th degree of purity and excellence for their products. Finally, the Federal Trade Commission stepped in and called a halt. They had done most everything which could fall under the classification of unfair competition.

In changing from one house to another at the first opportunity, the salesman in question selected a manufacturer to work for, who was honest, who marketed good products, and had a good reputation. In covering his territory, the salesman naturally called upon some of the people to whom he had sold the goods of the first manufacturer. He found a trail of dissatisfied and disgruntled buyers, those who had bought the low grade materials and been flooded with complaints, or those who still had the bulk of their purchases on the shelves waiting in vain for the customers to come back for more. A number of the buyers felt none too kindly toward the salesman, even though he was then offering them goods of best quality. Their confidence was shaken and they were not sure but that an order placed with the salesman might not mean a repetition of the original episode. Naturally, the salesman would protect his personal interests by a recital of the facts as he later found them, but it is doubtful if his position could be effectively defended even if he gave a one hundred per cent truthful picture of the situation.

Many a company has been given a black eye by unscrupulous representatives. However, the reaction works both ways. The number of salesmen who have had their reputations endangered by selling the merchandise of questionable firms, is perhaps just as large, but the innocent victims among the salesmen, we believe, is fairly small. A man who fails to appreciate within a reasonable time that he is selling adulterated goods or that he is party to crooked dealing, is probably of insufficient intelligence to be worth a great deal as a salesman under any conditions. Those who continue with a questionable firm, too seldom appreciate that a black eye once acquired in this manner stays discolored for a long time.

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Window Displays and the Manufacturer

Point-of-Sale Advertising Through the Dealer's Window Analyzed for the Manufacturer of Branded Goods

By C. S. JACKSON
of the Conwell Graphic Co.



FORCE may be difficult to define, but its effects can be seen and dealt with separately or as a whole. Advertising is a force—a power that moves—and in business, its specific object is to move the individual to the point of action, that is, to buy the advertised article. This force was born in the past century and the child grew to enormous proportions before its multitude of parents had time to train it in the straight and narrow path. Many new branches, in other words, media or mediums, developed as it grew, and the sponsor for each type of advertising very soon began to claim that his way offered the most tangible and definite return in sales for money invested.

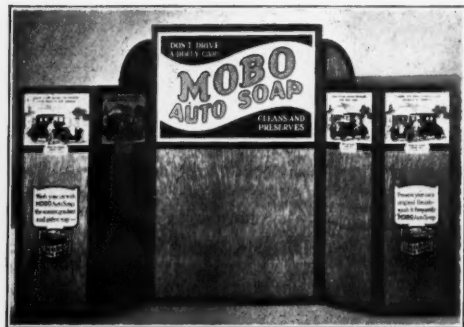
Before just one of these branches of advertising, the window display, is discussed, a general division of advertising into two specific classifications will be made. In their relation to the business of selling merchandise, call them (1) publicity advertising, and (2) point-of-sale advertising. Publicity advertising may of course include any medium through which the "story" is told, and through which the de-

THE USE of window displays by manufacturers is one of the oldest forms of modern advertising. Perhaps more than any other type of advertising, its general application is altogether too much of a haphazard, hit-or-miss proposition. To ferret out the facts in the matter of effectiveness, circulation, comparative costs, and to consider them on a genuinely scientific basis, is too seldom done by advertising manufacturers. Mr. Jackson, however, has analyzed the subject in the light of twenty-five years advertising experience, the last fifteen of which have been spent in the business of creating window displays.
—The Editors.

sire to buy is created. It therefore rightfully enjoys its present day prominence. Coming first as a means of introducing the article or product, and then continued, it secures a cumulative value through repetition until the article



The greatest window circulation in the world. Fifth Avenue, New York, on any afternoon, where thousands of pedestrians and bus passengers are the window audience.



A conventional five-panel display used by John T. Stanley Co. for Mobo automotive products.

eventually becomes thoroughly known throughout the territory covered by the media used.

Remember, however, that the manufacturer who has goods to sell at retail to the general public, must in most cases, sell them through that sometimes peculiar and unusual, but always necessary merchant, the retail dealer. The dealer in turn must sell his wares to his public and he generally has many wares to sell. Articles of all kinds and classes, competitive and non-competitive, profitable and profit-less, good, mediocre and indifferent. His store is the bottleneck of a thousand manufacturers, all trying to reach the public; and he has but one medium through which to accommodate the manufacturers and to display and sell his own labelled products to those passing the store, namely, his windows.

So the dealer's window becomes a much sought-after medium of the manufacturer. Windows *do* sell merchandise, as every dealer knows, and as proof of it, he crowds every conceivable article he can into them, pile on pile, tier on tier, repetition galore, in order to get attention and effect sales. He marks prices to lure, uses crepe paper, flashing devices, moving devices, and all the well-known paraphernalia for attention getting. Beauty and art must give way to cold hard business. Confusion results.

Getting the Displays Placed

INTO this general condition or tendency of the modern dealer, the manufacturer had to find a way for his one or more particular articles that he wants to sell through the window. Perhaps his products do not permit a generous profit to the dealer, in which case his chances of securing prominent display are not very great, unless he has created a strong consumer

demand through other mediums. The manufacturer's initial problem therefore is to get his display to the dealer, then to get it up and then to keep it up long enough to justify the expense of production. There are many ways of accomplishing the first of these from ordinary parcel post or express direct to the dealer all the way to including the display material in shipments of goods. Each adopts the one best suited to his purpose. The hiring of special window dressing agencies has come into prominence in late years. These distribution problems are wide and deep and each manufacturer must of necessity study them if he is going to diminish the wastage experienced through haphazard distributing methods. What qualities must a window display have in order to pro-



The appeal of Creme Elcaya and its trademark fitted to a patented V-front type of display.

duce sales? First and most obvious, it must attract attention, or rather, *arrest* attention. Second, it must and naturally does remind you that "Here's where you get it," and third, and not the least important, it must by design, or copy or both, tell a quick convincing story of the merits of the article. So it would seem quite apparent then when we say that any display possessing these qualifications certainly should sell merchandise.

The rules governing these requirements are really no rules at all. Who is to determine what will or will not arrest the attention, other than the general statement that anything odd or unusual, out of the ordinary or interesting will accomplish this purpose. Remember, there are two kinds of people who pass windows, the saunterer and the person in a hurry. The saunterer looks idly and is attracted by almost anything, but with the man in a hurry, it is different. His attention may be caught only by the very unusual and what is of special interest to him, and even then, the object of his hurry is generally uppermost in his mind and of more importance than any side attraction.

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IRRESPECTIVE of all other considerations, the sum total of all who pass a window becomes that window's circulation. Somebody has said "All advertising is merely an indeterminate number of mental impressions," and the person turning the leaves of a magazine is directly comparable to the individual passing a window—one looks at what one is interested in and generally stops and studies it. This brings up that very important, frequently overlooked, and generally misunderstood subject of a window's circulation. I doubt if very few manufacturers, dealers, or anyone vitally interested in this subject has ever given this the thought it deserves. The United Cigar Stores and other retail chains take very elaborate means to check up accurately on circulation before opening new stores in any locality. However, this is obviously impossible for the manufacturer where a great number of stores exist in widely separated sections.

All present day magazine and newspaper media base their advertising rates upon circulation. But in lieu of definite, audited circulation figures, we are able only to make an esti-

facturer is able to distribute to a selected list only 40 percent of his issue, there is a final cost of a little over \$3.00 each for 2400 displays that are enjoying the circulation we are about to estimate.

The following figures are based upon a wise distribution, because any manufacturer, realizing what his net cost per display is, will not send them out blindly to every Tom, Dick and Harry. He knows that out of a population of 200,000 for example, there are for instance, approximately 200 drug stores, and out of these, 75% of the total business is done in about twenty-five centrally located stores, or 12% of the total stores in the city. So he picks his stores in the cities where his distribution is best and prepares the way by a letter or broadside to the dealer telling of the coming display and getting, if possible, a request or agreement to display it when received. On this basis of selection in a number of cities, mostly centrally located stores will be secured where the circulation is highest, and the figures will conform very closely to those adopted by the United Cigar Stores.

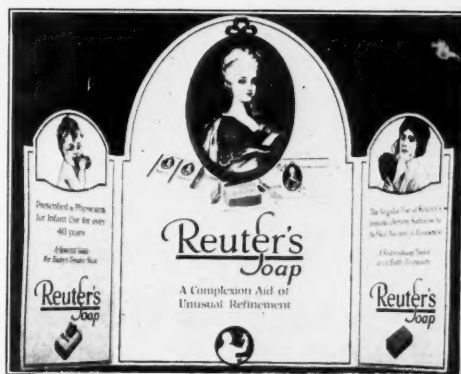
We learn from good authority that special clockers are stationed at prospective store locations by the big chains and if an average of 500 people an hour pass that spot over a certain period of time, then it is a desirable place for a store. For purposes of comparison, we will liberally discount this estimate and say 1000 a day instead of 500 an hour. Further, we will grant that an average of three people see each issue of national magazines and thereby allow them a circulation of 6,000,000. Consequently the final figures would be as follows:—\$8000 for

(Continued on Page 79)



A V-front action display showing one of the recommended uses for the well-known insecticide.

mate of circulation. This estimate, however, has reason and good sound judgment behind it and is not as you would think, a mere guess. In order to illustrate by comparison, we will take some of the national publications, and compare the cost with an equal amount spent on point-of-sale advertising through dealer's windows. Assume a page in a magazine costs \$8000 and the magazine has a circulation of 2,000,000. Assume further that \$6000 will buy 6000 three-panel window displays. Add 32c each for packing and shipping and this gives a total of \$8000 for cost of production and distribution. Even suppose that the manu-



How Barclay & Co. use the conventional three-panel display in advertising their Reuter's Soap.

ANTOINE CHIRIS COMPANY

147-153 Waverly Place

New York City



Distillation of "Oil Lavender Flowers" in the Valley of Ribiers, France

Lavender Absolute

Made by the solvent process which eliminates the use of heat and preserves the fresh odor of the flowers. "Lavender Absolute" can be used in conjunction with the distilled oil to improve the fragrancy of the latter.

Oil Lavender Flowers Barreme

(50% Natural Esters)

The "de luxe" Lavender, the flowers having been harvested at the highest altitudes.

Oil Lavender Flowers Mt. Blanc

(30/32% Natural Esters)

Is the typical quality for use in Soaps.

Oil Lavender Flowers Extra

(36% Natural Esters)

Lavender from high altitudes. Is the typical quality recommended for perfumes in general.

Oil Lavender Flowers Standard

(37/38% Natural Esters)

An oil improved by aging

Say you saw it in SOAP!

The Production and Grading of Pumice

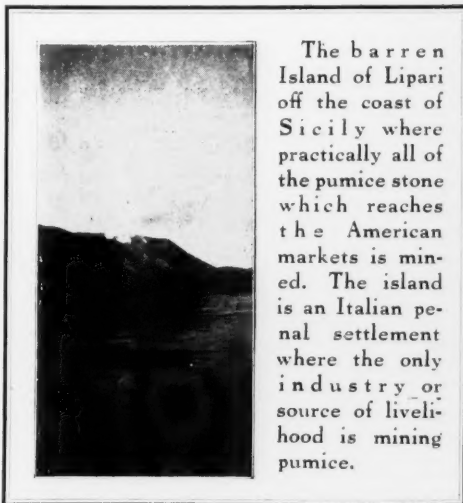
Its Occurrence and Mining in Lipari Island and Methods of Sorting and Shipment for Grinding

By A. J. ROTH
President, James H. Rhodes & Company

PUMICE is a light, porous rock found in localities where volcanoes have erupted in bygone ages. Eruptions of hot molten rock, occurring under the sea, strike the cold water and form the brittle, highly porous material. Sometime later another convulsion of the same or near-by volcano pushes this mass upward until its cone rises above the level of the ocean. Pumice is found in many parts of the world, but outside of Italy, the quality is usually poor in physical structure and so clogged with impurities that it is well nigh impossible to refine to secure a marketable quality. The finest Italian pumice is found at Canneto on the Island of Lipari off the coast of Sicily, where there are large deposits of fine structure and comparatively free from impurities. In fact, the Island of Lipari is practically a mountain of pumice as no vegetation occurs there.

To the manufacturer of abrasive soaps, hand soaps, scouring compounds, polishing and allied products, the origin of his pumice is of very material importance, because on its origin depends to a great extent its quality. The manner in which the pumice is handled after it is mined, its sorting, purification, shipping, and grinding, are the other factors in the quality of the finished article. Lipari pumice is necessary as a starting point, but without carefully guarding the operations through which it goes before it reaches the consumer, almost any proportion of rasaglia or non-cutting volcanic ash is likely to be incorporated.

While the Lipari Island deposits supply practically all the pumice which is imported into the United States, a few other localities are known where pumice and products akin to pumice occur, although the deposits yield generally inferior qualities. Iceland, Auvergne, and Teneriffe have pumice-like deposits, while in the United States in California, pumice-like materials which were used quite extensively during the war, are mined. However, these are very inferior as they are composed mostly of fine volcanic ash which when ground gives a product resembling pumice, but without the cutting edges and other qualities of Lipari



The barren Island of Lipari off the coast of Sicily where practically all of the pumice stone which reaches the American markets is mined. The island is an Italian penal settlement where the only industry or source of livelihood is mining pumice.

pumice. For this reason, the Lipari deposits furnish the only world supply of material from which the high quality pumice stone products can be manufactured.

A GLIMPSE at the Island of Lipari and its inhabitants will show quite conclusively why the production of pumice there must be carefully watched and why the better qualities of ground pumice are all produced from whole pumice imported and milled in the United States. Owing to its barrenness and its inaccessibility, the Italian Government selected Lipari as a penal settlement for minor offenders, a penal institution corresponding to our American workhouse. Those who are confined on the island are given its "freedom" and an allowance equivalent to ten cents per day in American money. As this amount is barely sufficient to sustain life, the prisoners are practically compelled to join the natives of the island in the only gainful occupation available, that of pumice mining.

From sun-up to sun-down, men, women and children toil at the work of mining pumice. Their earnings approximate twenty cents per



Pumice is graded in its trip across the inspection tables where these women who are experts in the work, pick out the *rasaglia*, black obsidian, and other impurities.

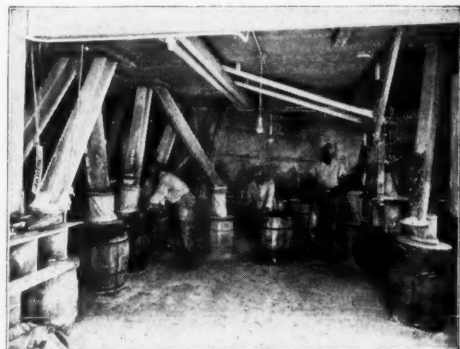
day for the women and forty cents for the men. The monotony of the work and the fact that it is perhaps only a temporary make-shift occupation, renders these miners impervious to selectivity. Anything that can be mined goes into the basket to pass for pumice. These impurities cause numerous complications unless they are eliminated before grinding. The Italian methods of sorting, grading and grinding some years ago were very bad, and little improvement has been made in late years. The finished product was frequently mixed with ground impurities which impaired its polishing and grinding qualities. The only solution of the problem was to put into effect a more careful grading of the pumice in warehouses in Lipari and



The natives of Lipari Island eke out a meagre living by pursuing the only gainful occupation available, mining pumice for 12 to 14 hours per day at wages from 20 to 40 cents per day.

then ship the material to the United States where it could be ground by modern machinery with modern methods. This was the system instituted and the method used to-day. Not only was this method effective in guarding against poor quality, but it enabled the accumulation of stocks of pumice in warehouses for shipment during the rainy winter months when good pumice cannot be produced.

ALL pumice varies in weight, composition, and porosity. *Lapillo* or *rasaglia*, a heavy white substance with little or no abrasive value which looks like pumice when ground, is a common adulterant in Italian ground pumice. It is 30 per cent heavier than pumice and adds weight, but is useless for abrasive purposes. Where the pumice is hand sorted for shipment to America, this chalky *rasaglia* is removed on the sorting tables, just as are specks of iron and black obsidian and other impurities. Where the stone is Italian ground, impurities and all are put in. Sorting and grading is not done. Following the age-old and antiquated methods,



The finished graded pumice is packed in barrels by special machines from the chutes which shake it in to insure correct packing.

the Italians sift the pumice through wire screens. Everything which goes through is "fine"; that which remains is "coarse." There is neither uniformity nor purity in the ground products. While the Italian ground material is useless for fine polishing work or a product requiring a uniformly fine pumice, it is suitable for products where a crude non-uniform abrasive will answer the purpose.

One point which is interesting is the fact that the Italian Government owns the Island of Lipari and anyone can mine pumice who desires to do so, as long as they pay the tax required to the Government. Nobody owns the

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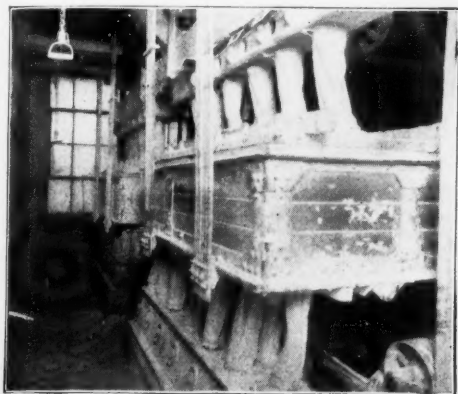
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deposits; they are Government property. As a result, there is not likely to be any such thing as someone or some group securing a monopoly in raw pumice. It is a free-for-all business for any who desire to sit in. This has accounted to some extent for some of the poor material which is shipped from Lipari under the name of Italian ground pumice.

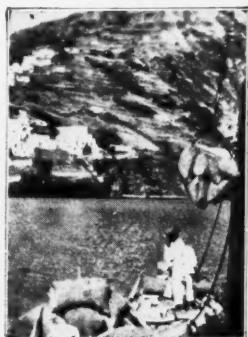
The milling of pumice as done in the United States is an important operation in securing quality and the right cutting edge. The cleaned,



A battery of bolting machines, patterned after those used by flour millers, sifts the ground pumice. The pumice goes once through a wire screen and twice through screens of silk bolting cloth.

sorted, and inspected rock for grinding is fed by gravity to the crushing machines. The milling operation is such that the maximum number of cutting edges is produced, as years ago, the round shape of the particles gave far fewer sharp edges. Following the crushing operation, the pumice goes next to the dryers where any excess moisture is removed. This is necessary before it goes to the bolting cloths. The dry pumice is run through a set of screens which establish the coarser grades. The next step is through regular bolting mills such as flour millers use in which screens of fine Swiss silk bolting cloth are used. In the screens, the pumice is kept in motion so as to pass over the different silk screens and assemble and deliver the different grades of fineness to the proper chute for each grade. It is then packaged for shipment.

Latin American countries buy more goods from the United States than from any other country, according to a pamphlet dealing with the subject and recently issued by the National



All bagged pumice has to be carried out to the steamers on lighters from which it is hoisted aboard for shipment to all parts of the world. The rocky mountainous character of the Island of Lipari is typified in the background.

Foreign Trade Council, New York. In fact, Paraguay is the only country which did not buy more goods from the United States, in 1925, than from any other source, and, even so the U. S. ranked only one percentage point below the United Kingdom, whose exports to Paraguay accounted for 16 per cent of the latter country's total imports. Viewing the Latin American countries as a whole, the United States supplied 27.8 per cent of their imports, the United Kingdom 21.3 per cent, Germany 11.7 per cent, France 5.9 per cent and all other countries 33.3 per cent.

The Chemical Advisory Committee to the Department of Commerce has invited industry executives, through Herbert Hoover, to attend a second conference, to be held at Washington, D. C., Feb. 16. The purpose of the meeting is to consider present world conditions, as they affect the American chemical industry, and to discuss, with the Department, ways and means whereby its services may be utilized to a greater extent and how they may be improved on. Gilbert Colgate is the soap industry's representative on the Committee.

Bureau of Raw Materials for American Vegetable Oils and Fats Industries has moved its offices to the new \$10,000,000 National Press Bldg., 14th and F Sts., N. W., Washington, D. C. Representatives of about 300 newspapers are located in the new structure and the organization believes its work will be greatly facilitated through having closer contact with the press. The Bureau, through its Washington representative, John B. Gordon, has issued an invitation, to the trade, to visit the new offices when in Washington.

ETABLISSEMENTS ALBERT VERLEY

ILE ST. DENIS (Seine), FRANCE

Specialties for Soaps

G e r o n o l

An excellent product for soap making, unaffected by alkalis and noted for its fresh, intense permanent odor.

Ylang Ylang Synthetic

All of the rich bouquet of the best Manila natural oil is reproduced with exacting fidelity in Ylang Ylang Synthetic. As a basis for soap perfumes it is especially useful. As it blends well with other perfuming materials, its many uses will readily suggest themselves.

Sole Representatives U. S. and Canada

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Say you saw it in SOAP!



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Advantages of Uniform Cost Finding

Basis for Modern Operation and How It Tends to Eliminate Ignorant Price Cutting

By DAVID H. SLOANE
Secretary, National Assn. Printing Ink Makers

(Before 14th Annual Meeting, Insecticide & Disinfectant Mfrs. Assn.)



IT IS not enough for me to know my own costs. If I have a competitor who does not know his costs, he is potentially the worst possible type of competitor. Therefore, my duty, from the business standpoint, is to teach him the necessity of knowing his costs so that when we meet in open market he will be a better competitor knowing his costs than he will be without knowing them. We assume that no man wants to sell for ninety cents something which costs him a dollar. If he does, leaving aside for the moment the question of trade policy, or entering wedge into a particular account, or knowingly selling for ninety cents, we assume that he sells it for ninety cents when it costs him a dollar because he does not know it. He is ignorant, and ignorance is what makes for bad competitors. Consequently, if I have an ignorant competitor I must educate him. It is incumbent upon me to show him what his costs are.

Now, what is cost? An article, we will say, costs fifty cents. How did I arrive at the fifty cents in the cost of that article? I have to buy raw materials, maintain a factory, hire help, insure things, have salesmen, have bookkeepers and collect money.

Accountants will differ as to whether you throw interest on investment in one column or in another, whether you call it overhead or general expense. That is immaterial, so long as it is put somewhere on the cost sheet.

Costs are divided into two big groups, the manufacturing and selling cost. In the ink industry, we have discovered that it is even easier to ascertain manufacturing costs than it is to determine selling costs. In these manufacturing costs we have lived through the method of taking the cost of raw material, doubling it, adding twenty-five per cent, if you can get it from the customer, and then adding another ten per cent, if the traffic will stand it. But, you have no idea what your costs really are. You are guessing at them and sometimes you guess right, more often, wrong. In addition to all of which, you may be making money on one

type of product, but losing it on another, yet when you tabulate at the end of the year, you may find a net balance in your favor.

How the Systems Help

I WILL give you some of the experiences we had in the ink business and how the cost system helped us. In 1919, business was flourishing. When business was booming, everybody was getting large orders. It was a seller's market. Buyers were glad to get anything that was delivered to them, especially with the difficulty we had with railroad cars during and after the war. One concern added thirty-three and one-third per cent to their equipment. When the slump came in 1920, they found they had no use for this enlarged equipment and started analyzing their costs, with the result that within about six or seven months they had uncoupled fifty per cent of their mills and discovered that they could manufacture more on the remaining fifty per cent than they did formerly on one hundred per cent.

Basis for Standard Costs

THIS concern kept tabs on how long it took to mix various inks, let's say a given black.

They found that on Monday, they ground 100 pounds and hour; on Tuesday, 105 pounds an hour, on Wednesday, 98 pounds an hour. The maximum that they found could be ground, they set as their maximum of efficiency. For instance, black number 485 must be ground 105 pounds an hour. If a report comes back from the factory that less than 105 pounds was ground, they investigate. They set these top figures on blacks, blues, reds, greens, all the various colors of inks that are made, one hundred per cent efficiency and then try to run their factories as close to this efficiency as they can. I know of eight or nine large concerns who run less than 3 per cent below the maximum efficiency they have set. I think that is a pretty good record. They run at all times 97 per cent for their high mark set for efficiency.

Then it has led us to understand this, for instance, if we found out the cost of a particular blue. We were selling it, we will say, for 48 cents a pound on the market delivered. We found that ink cost us 36. Well, there was no profit there. We either discontinued it if we could, or we added to the price in order to give us a fair return on that particular commodity. We did not do it all at once. We went very slowly. We finally eased that increased price into the market, but if we met resistance, we dropped the line completely.

Ten years ago in the printing ink industry, you could walk into any large ink manufacturer and find two hundred and fifty thousand individual formulae in the factory for different individual inks made in the course of years. This has been reduced for instance, on the blues, to two or three shades, two or three shades of reds, two or three shades of yellows, four or five shades of black. When the customer requested, for instance, a kind of a dark brown if it were standard, well and good. If not, they would mix some of their standards together and try to sell it to the customer. If it would not do, he was sent elsewhere to get it. We have been able to reduce the number of individual inks made, I should say, eighty-five per cent.

The Cost of Salesmen

THEN too, we have been able to discover by these various cost methods how profitable a particular salesman is. We know the cost of the ink that any particular salesman sells. We know what prices he gets in the various territories and we know whether he is a good or bad salesman, depending on whether his prices yield much profit or not. And so, in the ink industry, we have come to the point where we pay the salesmen, not on the sales, because they mean nothing, we pay them on profits. If a salesman can bring in one hundred thousand dollars worth of sales on which the ink manufacturer can make twenty-five, he will pay him more money than if the salesman brings in two hundred thousand dollars worth of sales on which the manufacturer can only make five thousand dollars.

At first, the ink manufacturer went through the problem of finding out what each shipment cost. If we sold one hundred pounds of red to Tom Jones, printer, we knew what that one hundred pounds of red cost us. We have changed a little bit. We are developing. We are now going into what they call a standard cost finding system. We take our experiences over months and budget what our expenses will be, we will say, for the next month and the

month after. These standards will change as you will note. Finally, the standards will become quite stable, and then you will set your prices according to what the *standard* cost system will show the prices should be.

Who Thinks He Knows Costs?

THE great difficulty in promulgating this theory of costs and teaching an industry costs is the difficulty of overcoming the pride of the individual manufacturer. I have lived through this. Every manufacturer will tell you, "Why, I know my costs. You can't tell me anything new about that. I know how we figure. I know so and so and so and so." This is a very hard point to overcome. As a matter of fact, you will find that in nine cases out of ten where the man says, "I know," the chances are he does not know at all. He only thinks he knows. One of the largest printing ink manufacturing companies in the country told me only about a month ago that they had spent thousands and thousands of dollars on their cost system and did not really think they had arrived at their real costs yet.

A standard cost system will do this, it will have a tendency to bring prices closer together, because after all, the margin of profit is pretty much set. You cannot, in a competitive industry, gouge the trade because your competitor will see to it that you do not. You know, people who buy, know very little about the things they buy. Buyers in department stores are reputed to know very little about the goods they buy, but they are educated mostly by competitors' salesmen.

You offer a man an ink that will print a card for forty cents. Your competitor offers it for thirty-five cents. The buyer will say, "Shucks, I won't pay you forty cents for that ink. John Smith will give it to me for twenty-five cents." He is a liar and Smith will not. You know if the salesman comes back with such reports that the other house is figuring costs pretty much the same as you are and you know that that buyer is lying.

For years in the printing ink industry, the price was made like this: "If John Jones can sell that stuff for forty cents we can sell it for thirty-eight cents." But, the industry has made great strides, I think, because they have learned that an article costs you every penny you spend on it. I do not care what it is, whether you entertain a customer or whether you have shrinkage, or you pay extra expressage, all go into the pound of ink and has to be charged for if you want to make a profit.

The goal in business is profits, not sales.

(Continued on Page 79)

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Glycerin Situation in the United Kingdom

Glycerin Exports Amount to 60 Per Cent of Production— Talk of Restricting Production in England

AS compared to the United States, which is a net importer of glycerin to the extent of perhaps 30 per cent of its requirements, the United Kingdom is a net exporter to the extent of about 60 per cent of its production, says the Chemical Division of the Department of Commerce. In 1924, the last year for which official production figures are available, 410,000 hundredweight of glycerin were produced for sale, or addition to stock. Of this quantity 20,000 hundred weight were crude and 201,000 distilled glycerin. Since 65,375 hundredweight of crude and 175,660 of distilled glycerin were exported, and net imports amounted to about 25,000 hundredweight, the domestic consumption approximated 194,000 hundredweight (a little less than 22,000,000 pounds), or somewhat under one-fourth of the corresponding American consumption.

A summary of the British glycerin position appears in the following table:

United Kingdom production of glycerin and trade

1924	Crude	Distilled	Total
	Cwt.	Cwt.	Cwt.
Production	209,000	201,000	410,000
Imports	26,941	1,269	28,210
Total supply	235,941	202,269	438,210
Exports	65,375	175,660	241,035
Reexports	3,075	12	3,087
Total shipments	68,450	175,672	244,122
Available for domestic consumption	167,491	26,597	194,088
1926			
Imports	2,714	2,079	4,793
Exports	51,336	195,947	247,283
Reexports	343	343

The direction of the United Kingdom trade in glycerin is shown in the following export table:

Exports of glycerin from the United Kingdom

Item	1924	1925	1926
	Cwt.	Cwt.	Cwt.
Crude:			
Germany	2,559	511
Netherlands	2,759	2,118
United States	47,184	43,391
Other foreign countries ..	219	2,248
Cape of Good Hope	9,407	17,609
Other British countries*	3,247	2,097
Total	65,375	67,974	51,336
Total value	£175,528	£190,645	£167,695

Item	1924	1925	1926
	Cwt.	Cwt.	Cwt.
Distilled:			
Norway	4,645	3,799
Denmark (including Faroe Islands)	1,149	1,321
Belgium	3,186	3,066
Portuguese East Africa ..	7,654	2,706
China (exclusive of Hong Kong, Macao, and leased territories)	32,555	10,744
Japan (including Formosa and Japanese leased territories in China) ..	43,036	32,615
United States	14,179	832
Other foreign countries ..	8,162	13,577
Cape of Good Hope	2,296	3,986
Transvaal	34,356	29,291
British India	5,003	5,237
Hong Kong	2,098	2,780
Canada	13,557	12,748
Other British countries *	3,784	4,948
Total	175,660	127,650	195,947
Total value	£670,043	£492,866	£866,821

*Does not include Canada, which does not appear on the export list of crude glycerin for 1924 and 1925.

The question of overproduction of glycerin, of course, must be taken into consideration in regard to the possible market for glycol in the United Kingdom as elsewhere. Since the United Kingdom exports 60 per cent or more of its crude glycerin to the United States, any diminution in the American imports, owing to the increased competition of glycol or for any other reason, would tend to cause a pressure of supplies in the United Kingdom, with a consequent reduction of prices, increased sales efforts on the part of the glycerin producers, and a tendency to make glycol competition more difficult. A further view is held that, since glycerin is a by-product, it must continue to be made regardless of competition from glycol or other substitutes, and presumably largely for this reason sufficient price concessions could be made to make it difficult for glycol to compete on a large scale, unless costs of glycol could be reduced considerably below present and immediately prospective figures. There is, of course, the added possibility of increased glycerin production from the waste products of alcohol manufacture. Authorities in the United Kingdom, while not taking this latter development very seriously, do point out the possibility of a general overproduction of glycerin and its substitutes, with consequent unfavorable results for all of these products. Apparently, some regulation of output will be necessary if the increased production of glycerin and glycol proceed to the extent anticipated in some quarters.

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FLUF (Extra Light Soda Ash)

(Trade Mark Registered)

76% CAUSTIC SODA

Solid—Flake—Ground

LIQUID CAUSTIC SODA

SUPER ALKALI

(Trade Mark Registered)

SUPER CLEANSER

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SNOWFLAKE CRYSTALS

(Trade Mark Registered)

LAUNDRY SODA

TEXTILE SODA

TANNERS ALKALI

TANNERS SODA

CALCIUM CHLORIDE

Solid—Flake—Liquid

CAUSTIC POTASH

LIQUOR 45%

SODIUM NITRITE

AMMONIUM CHLORIDE

AMMONIUM BICARBONATE

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BENZALDEHYDE

BENZYL CHLORIDE

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Fat and Oil Data for Fourth Quarter 1927

Production, Consumption, Exports and Imports, With Factory and Warehouse Stocks December 31, 1927

THE Department of Commerce announces that the factory production of fats and oils (exclusive of refined oil and derivatives) during the three-month period ended December 31, 1927, was as follows: Vegetable oils, 1,072,711,413 pounds; fish oils, 20,511,635 pounds; animal fats, 488,056,396 pounds; and greases, 89,709,275 pounds; a total of 1,670,988,718 pounds. Of the several kinds of fats and oils covered by this inquiry, the greatest production, 712,126,785 pounds appears for cottonseed oil. Next in order is lard with 381,371,605 pounds; linseed oil with 238,046,-

103 pounds; tallow with 104,581,274 pounds; coconut oil with 72,447,810 pounds; and corn oil with 31,991,776.

The production of refined oils during the period was as follows: Cottonseed, 576,615,063 pounds; coconut, 73,169,412 pounds; peanut, 3,508,883 pounds; corn, 28,902,550 pounds; soya-bean, 1,934,261 pounds; and palm-kernel, 4,302,176 pounds. The quantity of crude oil used in the production of each of these refined oils is included in the figures of crude consumed.

PRODUCTION, CONSUMPTION, AND STOCKS OF FATS AND OILS

VEGETABLE OILS:

	Factory operations for the quarter ended Dec. 31, 1927 Production (pounds)	Consumption (pounds)	Factory and Ware'se stocks Dec. 31, 1927 (pounds)
Cottonseed, crude	712,126,785	620,006,209	157,577,576
Cottonseed, refined	576,615,063	251,804,992	502,900,676
Peanut, crude	5,143,677	4,186,892	1,598,106
Peanut, refined	3,508,883	2,978,977	1,371,709
Coconut, crude	72,447,810	133,912,428	99,544,037
Coconut, refined	73,169,812	69,590,011	15,491,270
Corn, crude	31,991,776	34,719,639	14,060,083
Corn, refined	28,902,550	5,083,804	10,367,833
Soya-bean, crude	1,163,899	3,399,015	4,667,718
Soya-bean, refined	1,934,261	758,223	1,494,034
Olive, edible	492,630	646,564	4,806,199
Olive, inedible	7,575	1,360,388	992,949
Olive foots	—	9,185,791	6,122,443
Palm-kernel, crude	—	15,541,340	12,177,205
Palm-kernel, refined	4,302,176	2,470,107	2,130,033
Rapeseed	—	4,388,323	5,716,541
Linseed	238,046,103	113,302,351	193,543,961
Chinese wood	—	20,094,824	17,580,827
Chinese vegetable tallow	—	878,323	1,024,392
Castor	10,905,424	5,340,748	4,953,417
Palm	—	33,972,199	41,153,599
All other	385,734	2,167,238	4,345,763

FISH OILS:

Cod and cod-liver	844,455	4,500,852	9,001,342
Menhaden	11,397,509	12,401,610	26,561,210
Whale	2,418,375	11,726,428	25,007,379
Herring, including sardine	5,509,822	9,310,161	22,363,093
Sperm	—	208,757	2,391,383
All other	341,474	6,509,583	10,515,489

ANIMAL FATS:

Lard, neutral	8,775,783	6,509,665	3,161,759
Lard, other edible	372,595,822	3,953,279	49,887,465
Tallow, edible	11,737,434	8,318,543	3,969,364
Tallow, inedible	92,843,840	143,506,313	76,996,822
Neat's-foot oil	2,103,517	1,482,468	1,509,829

GREASES:

White	15,688,351	6,936,538	5,270,013
Yellow	16,064,161	11,887,056	8,140,630
Brown	11,472,189	15,103,878	12,029,560

PRODUCTION, CONSUMPTION, AND STOCKS OF FATS AND OILS

	Factory operations for the quarter ended Dec. 31, 1927 Production (pounds)	Consumption (pounds)	Factory and Ware'se stocks Dec. 31, 1927 (pounds)
Bone	5,444,088	237,410	2,606,710
Tankage	13,564,403	237,634	3,987,101
Garbage or house	23,181,569	19,811,867	13,753,694
Wool	1,704,054	1,537,357	3,065,037
Recovered	630,727	706,857	1,008,137
All other	1,959,733	1,778,586	2,543,412

OTHER PRODUCTS:

Lard compounds	250,122,020	1,783,397	26,770,225
Hydrogenated oils	131,285,926	124,010,007	14,485,999
Stearin, vegetable	4,663,105	3,889,651	1,730,053
Stearin, animal, edible	15,915,540	10,526,289	5,891,258
Stearin, animal, inedible	2,222,401	2,800,567	3,649,483
Oleo oil	27,138,089	11,561,114	6,628,764
Lard oil	6,223,710	4,286,366	5,069,267
Tallow oil	3,754,688	1,931,910	1,869,234
Fatty acids	42,364,248	42,982,912	6,492,621
Fatty acids, distilled	12,041,013	10,106,497	3,369,544
Red oil	15,754,008	4,849,263	9,834,565
Stearic acid	11,302,923	3,600,068	3,678,336
Glycerin, crude 80% basis	31,489,319	34,610,814	18,266,458
Glycerin, dynamite	14,131,135	6,629,176	15,364,323
Glycerin, chemically pure	13,969,715	1,891,949	7,205,168
Cottonseed foots, 50% basis	77,212,325	71,159,778	46,355,323
Cottonseed foots, distilled	37,298,562	34,846,435	6,886,029
Other vegetable oil foots	19,377,366	18,530,280	3,776,815
Other vegetable oil foots, distilled	87,880	289,314	282,470
Acidulated soap stock	26,857,686	20,327,456	13,455,203
Miscellaneous soap stock	30,013	50,334	26,696

IMPORTS OF FOREIGN FATS AND OILS. QUARTER ENDED DECEMBER 31, 1927

	Pounds		Pounds
Whale oil	1,241,910	Palm-kernel oil	25,966,075
Cod and cod-liver	11,441,482	Peanut oil	854,038
Other fish oils	27,908,730	Rape oil	7,006,020
Animal fats and oils, edible	12,769,683	Linseed oil	105,942
Wool grease	1,883,514	Sesame oil	496,147
Chinese wood oil	17,482,394	Soya-bean oil	2,245,075
Coconut oil	82,136,357	Vegetable tallow	1,218,779
Olive oil, edible	8,896,141	Vegetable wax	1,735,206
Olive foots	9,884,808	Other vegetable oils	1,417,134
Olive oil, denatured	2,043,487	Glycerin, crude	2,889,311
Palm oil	54,095,830	Glycerin, refined	2,177,310

EXPORTS OF DOMESTIC FATS AND OILS. QUARTER ENDED DECEMBER 31, 1927

	Pounds		Pounds
Oleo oil	14,167,071	Stearic acid	557,299
Neat's-foot oil	354,965	Other animal greases, oils and fats	16,196,145
Other animal oils	180,960	Coconut oil	5,502,548
Fish oils	126,031	Cottonseed oil, crude	17,308,029
Oleo stock	1,664,188	Cottonseed oil, refined	2,269,418
Tallow	1,536,642	Linseed oil	706,966
Lard	162,846,106	Soya-bean oil	1,835,798
Lard, neutral	4,699,050	Corn oil	89,411
Lard, compound	1,261,169	Vegetable oil lard compound	1,078,576
Oleo and lard stearin	992,624	Vegetable soap stock	3,085,002
Grease stearin	468,960	Other vegetable oils and fats	3,609,994
Oleic acid, or red oil	870,815	Glycerin	344,352

Exports of soaps and toilet preparations in 1927 totalled \$16,900,000. Soaps fell off in quantity and value to \$7,900,000 and 774,000.-000 pounds. Toilet preparations, however, advanced 7 per cent to \$9,000,000. American

dentifrices, popular in markets throughout the world, continued even more so in 1927, with \$3,400,000 (3,800,000 pounds) of dental creams, and \$400,000 (700,000 pounds) of dentifrices exported.

P. & G. Litigant Ends Life

Henry Schenkel, veteran sales manager for William Waltke & Co., who became involved in litigation with the Procter & Gamble Co., following the latter's recent purchase of the Waltke concern, committed suicide on Jan. 21, at his St. Louis home. Prior to shooting himself Mr. Schenkel had been found in his garage, overcome by carbon monoxide. Although newspaper reports stated he had attempted suicide by that method first, the family gives no credence to the theory. They state that it had long been Mr. Schenkel's custom to work over his two cars and believe he was accidentally overcome while doing this. The family physician, who revived the man, cautioned members of the family to watch him closely for a few days, explaining that mental derangement often resulted from carbon monoxide poisoning. Mr. Schenkel, however, obtained a gun shortly after the doctor left the house and died shortly thereafter. He is survived by Mrs. Schenkel and four adult children, Erwin, Albert, Lulu and Emma Schenkel.

The law suit with Procter & Gamble resulted from Mr. Schenkel's statement that he had been offered a large sum of money by a rival soap house for the formula for *Oxydol*, a product formerly made by Waltke, and his demand on Procter & Gamble for payment for his share in the formula. The product, according to advertising circulars used by Waltke, was developed by Mr. Schenkel, Roy C. Sutton and H. J. Boulden about fourteen years ago. According to advices from the Schenkel family, William Waltke & Co. gave the three men \$20,000 in royalties each year, in addition to their salaries, to cover the use of the formula. In depositions made by Mr. Schenkel, it was stated that when the recent sale was consummated, Sutton had received a settlement of \$63,446, plus a lifetime position at \$6,500 annually, and that Boulden had received \$61,000, plus a lifetime position, in compromise for a \$12,000 a year contract which still had 12 years to run. Prior to the sale, Schenkel was paid \$10,000, by Waltke, which Procter & Gamble contended represented payment in full for all of his interests. Mr. Schenkel, however, held that it was a reward for long service.

From a close relative of the Schenkel family comes the opinion that neither the suit against William Waltke & Co., for \$250,000, nor the litigation with Procter & Gamble, will be continued.

N. E. Bartlett, general sales agent for the Pennsylvania Salt Mfg. Co., Philadelphia, has been elected a vice-president of the company.

Glycerin Imports Cut 40% in 1927

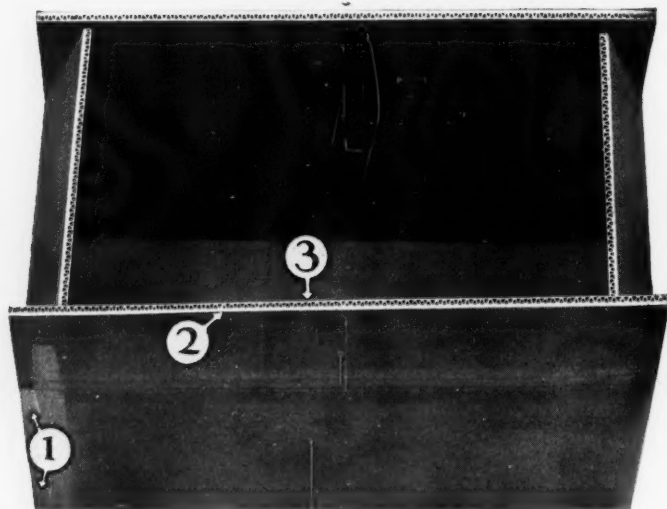
Complete 1927 glycerin import figures, as given below, show a very considerable drop, as compared with 1926 statistics. Refined receipts were almost two and a half million pounds lower, although remaining well above receipts in 1923, 24 and 25. Imports of crude declined most sharply, having been reduced more than 50% from 1926 and having been lower than in any year since 1920.

	Crude and Refined		Crude
1910	39,862,000 lbs.		
1914	24,787,000 "		
1920	22,413,025 "		
	Refined		
1920	10,000,000 lbs.		12,413,025 lbs.
1923	585,792 "		14,548,660 "
1924	1,500,644 "		14,427,054 "
1925	2,059,565 "		19,248,695 "
1926	10,722,246 "		27,701,213 "
1927	8,305,763 "		13,849,912 "
Jan.	889,854 "		1,064,263 "
Feb.	363,225 "		1,812,590 "
Mar.	540,769 "		1,262,601 "
Apr.	420,367 "		508,391 "
May	1,201,605 "		871,558 "
June	862,669 "		866,419 "
July	516,332 "		1,144,043 "
Aug.	808,454 "		1,899,752 "
Sept.	523,178 "		1,530,984 "
Oct.	828,524 "		1,504,006 "
Nov.	662,542 "		997,555 "
Dec.	686,244 "		387,750 "

Manhattan Soap in New Plant

Manhattan Soap Co., manufacturers of toilet soaps and toilet preparations, particularly known for their *Sweetheart* brand soap, have completed removal of their factory to Bristol, Pa. The plant started production the last week in January. For many years the firm made soap at 424 W. 38th Street, New York, having clung to Manhattan long after most soap factories were removed. The main office will be continued in New York under the direct supervision of F. G. Burke, president of the company, being located at 441 Lexington Ave. A. H. Garrigues, superintendent, is in charge at the factory, in Bristol.

The new plant, consisting of four buildings, containing 300,000 square feet of floor space and occupying 14 acres of ground, is situated on the main line of the Pennsylvania Railroad and also has 1200 feet of dock space along the Delaware River. All of the old equipment, that was movable, has been transferred to the new factory and enough new machinery has been installed to triple the company's production facilities. Included in the new equipment is a complete new boiler plant, capable of developing 1500 h.p. and a 1200 k.w. generator. Thirty new tanks have also been installed. Bristol, being about half way between Trenton, N. J., and Philadelphia, affords prompt deliveries to the firm's markets.



1. Where three thicknesses of tape give triple strength at corners where greatest strain comes.
2. Heavy, tough outside solid fibre liner.
3. Strong, high-arched, cushion corrugations on inside.

CORRFIBRE — The New, Stronger Shipping Package

Our new Corrfibre box, shown above, is a *combination Corrugated and Solid Fibre container* which joins every good feature of both into a shipping package of tremendous strength and unusual resisting qualities.

Corrfibre is made with a high test Jute liner on one side and a heavy laminated solid fibre forming the liner on the other side, with strong high-arched corrugations in between the liners. Whether solid fibre liner is used inside or outside depends on nature of product to be carried.

This box will be found ideal for export service requiring metal strapping, in which case the solid fibre liner will be put on the outside of the box. No matter on which side the solid fibre liner (Fig. 2) is put, it will add to the rigidity and strength of the box, while the corrugated sheet (Fig. 3) provides an additional cushion to absorb shocks in transit.

Corrfibre boxes will have Mid-West patented triple tape corners, which provide three thicknesses of tape at top and bottom of taped score, (Fig. 1) preventing great strain here from splitting and peeling tape.

The Corrfibre box should appeal especially to shippers packing goods in packages requiring metal strapping. Write us about the goods you export and we will advise whether or not you can use Corrfibre to cut shipping costs.

CONTAINER CORPORATION

OF AMERICA

AND

MID-WEST BOX COMPANY

111 W. Washington St.

CHICAGO, ILLINOIS



Five Mills — Nine Factories

Capacity 1000 tons per day

RETURN COUPON

CONTAINER CORPORATION OF AMERICA
111 West Washington Street, Chicago, Dept. 26

Gentlemen: Please have one of your experts check our present packing and shipping methods—without obligating us—for the purpose of reducing our costs if possible.

Name

Title

Firm

Address

Glycerin Price Creates Interest

The price of glycerin has dropped to the point where it is beginning to create interest among large consumers, even though they may not be in immediate need of stocks, say Parsons & Petit, New York, in their report of Feb. 3. "A further drop in price of dynamite of 1c per lb. has been recorded this week. Sales for prompt and forward delivery took place at 12c. Powder makers are convinced that the article is below its real value, and although not now in need, are willing to stock some of the material, in anticipation of their future requirements, for the carrying charges are small. The chief disturbing factor is the surplus, which exists in this country. Formerly we had to buy in Europe, where there was always an excess production, but now, we find the domestic output more than sufficient to supply us. We hardly think that this condition will last, but one can never tell in these days, when precedent is constantly being broken. It is seven years since the price was as low as it is today, and that was during the unsettled period of 1921. European Glycerin cannot compete in this market, under present conditions. Crude:—It is again hard to say what the two grades are worth. The safest plan is to use the same figures as last week, although they are but nominal—Saponification 9c, basis of 88%, loose, delivered and Lye 8c, basis of 80%."

F. T. C. on Price Maintenance

Federal Trade Commission in its monthly summary taking up the question of its investigation on resale price maintenance says: "The system by which manufacturers require merchants selling to the general public to maintain prescribed prices for articles of identified merchandise has been closely restricted by the courts and legislative changes to permit manufacturers to exercise more control over such resales, have been extensively advocated for a good many years. But concrete economic facts of a quantitative nature with respect to the advantages or disadvantages of such a change are quite inadequate. The Commission is studying the matter from the points of view of manufacturers, merchants and consumers and has received encouragement to push this inquiry from various interested quarters. Agents of the Commission have been in the field to test the best forms of questions to ask and a questionnaire to manufacturers regarding prices and profits was sent out during the month of December."

Bankers Buy Jones Tea Control

Control of the Jones Brothers Tea Co., Brooklyn, N. Y., which operates one of the largest chains of retail grocery stores in the country and which is owner of the Bonded Products Corp., soap manufacturers, has passed from the Jones family to a banking syndicate headed by Brown Bros. & Co., New York. The latter have procured an option to purchase the outstanding issue of 7 per cent cumulative preferred stock amounting to \$3,760,000 in par value. It is expected the option will be exercised in the near future. The preferred stock carries sole voting control, due to the provision that this power passes to the preferred upon the omission of four consecutive dividends. No preferred dividends have been paid since July, 1924, the arrears now amounting to \$24.50 a share.

Control of the company has been in the hands of the Jones family since its organization in December, 1916, through the merger of the Jones Brothers Tea Company, the Jones Brothers Company and several other corporations. The original company was known as the Grand Union Tea Company and was founded in 1872. Since its organization the Jones Bros. Tea Company, Inc. has acquired several retail grocery chains, increasing the number of stores under its control from 256, in 1916, to 548 at present.

Common stock of the company has shown strength on the New York Stock Exchange recently, advancing from a low of \$11 a share, in 1927, to \$40³/₄ recently. Earnings of the company in 1927 are estimated at about \$400,000, which, after allowance for regular preferred dividends, would be equivalent to \$1.37 a share on the no-par common, against earnings of \$310,717 in 1926, or 43 cents a share on the common.

Oil Men at Annual Banquet

Members of the Oil Trades Association of New York, and their guests, enjoyed the organization's twelfth annual banquet, at the Waldorf-Astoria, New York, Feb. 8. A reception preceded the dinner. Over 300 members of the oil trades attended. H. Mart Smith, president of the Association, acted as toastmaster. Besides, one speaker was heard during the evening. He was introduced by the president as "Senator" Ford of Michigan.

The dinner itself was elaborate and tasty but a number of the guests complained later about the composition of the soup.

Order Hewitt to End "Naphtha" Use

Hewitt Brothers Soap Co., Dayton and Chicago, have been ordered by the Federal Trade Commission to discontinue use of the word "naphtha" in offering for sale a soap product advertised as naphtha soap, but reported containing kerosene instead of naphtha, says an announcement by the Commission. They make "Easy Task White Naphtha Soap" and others sold by purchasers under private brand. The Commission states that it has held that one per. cent or less by weight of petroleum distillate is not sufficient as an ingredient in soap to be of value for enhancing its cleansing powers. The Hewitt Brothers Soap Company product was held to be insufficient in its content of petroleum distillate. This was in addition to the charge that such distillate as used by the company was not naphtha but kerosene and it was pointed out that kerosene is uniformly distinguished from naphtha by the trade and by the purchasing public and such distinction existed in the period of the manufacture and sale of "Easy Task White Naphtha Soap." Petroleum distillates incorporated as ingredients in soaps or soap products have a tendency rapidly to volatilize and this tendency differs in rapidity among soaps and soap products of varying ingredients and properties, the commission found.

Representations of the Hewitt company regarding its naphtha soap were held by the commission to be unfair competitive practices in violation of the Federal Trade Commission Act. It is understood, says the Commission that the Hewitt Company intends to discontinue manufacture and sale of any soap or soap product to be known, distributed or sold as "naphtha" soap or soap product. The Commission's case against the Hewitt company, prior to issuance of the present order to cease and desist, was taken from the Commission's suspense calendar where it had been held in abeyance pending action of the federal courts in a proceeding of the Commission against the Procter & Gamble Co., a case similar to the Hewitt matter. The Hewitt case was reopened by the Commission when the Supreme court, in the Procter & Gamble case, denied a writ of certiorari to the United Circuit Court of Appeals, Sixth Circuit. Later the circuit court of appeals referred the Procter & Gamble case back to the Commission for determination as to the content of naphtha at time of manufacture to be required henceforth.

Edward G. Broderick, formerly president of the Sunshine Soda Co., New York laundry supply house, died Jan. 27 at Miami, Fla.

Buy Control of Hewitt Bros.

Control of Hewitt Bros. Soap Co., Dayton, Ohio, has been purchased by the employees and present officers of the company. At a meeting held in Dayton, Jan. 17, plans for the future organization of the company were considered and the following officers were elected: president, James M. Hewitt; vice president, Martin F. Schultes; treasurer, Lyman G. Holsey, formerly vice president; secretary, Samuel L. Finn, prominent Dayton attorney. The following, in addition to the officers, were elected members of the board of directors: I. G. Renner, factory superintendent, L. H. Gebhart, Gebhart Folding Box Co. and Frank Dinwidie.

The company was organized 44 years ago by the father and uncle of the present president and has long specialized in the manufacture of toilet soaps, flake soaps and other soap products. During the last five years the plant has been considerably improved and this policy will be continued by the reorganized company. Mr. Hewitt, at the recent meeting, stated that the company had had an excellent year and that he expected the coming year would show a further substantial increase in business.

Stoddard Rejoins Ungerer & Co.

Ungerer & Co., New York, announce that Russell B. Stoddard has rejoined their organization as general sales manager after an absence of one year during which he was not connected with the essential oil industry. Mr. Stoddard originally joined the staff of Ungerer & Co. in 1921 and remained for five years. Prior to his connection with Ungerer, Mr. Stoddard was an instructor of organic chemistry at the Lowell Textile School and later a research chemist for the National Aniline & Chemical Co. at Buffalo, N. Y. He is a graduate of Clark University. While in college, he won a wide reputation as a tennis player. Contributions to the scientific literature on volatile oils, perfume compounds and aromatic chemicals, and his work and writings on the Fordney Tariff on these products, made Mr. Stoddard very widely known while connected with Ungerer & Co.

Bon Ami Company has reported for 1927 a consolidated net income of \$1,157,503, after depreciation and Federal taxes, equal to \$5.28 a share earned on 100,000 class A participating shares, and to \$3.14 a share earned on 200,000 class B shares, comparing with \$1,050,393, or \$4.75 and \$2.88 a share, respectively, in 1926.

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Exhibits at N. A. D. C. Meeting

The customary exhibition, held each year along with the annual convention of the National Association of Cleaners and Dyers, was quite comprehensive at the organization's January meeting, held in Washington, D. C. The exhibits, which were housed in Washington Auditorium along with the convention sessions, included the following: Beltine Chemical & Mfg. Co., Chicago, represented by Mr. Earl, president and H. O. Lippold, field manager; J. B. Ford Co., Wyandotte, Mich., represented by J. D. Worth, E. F. Eberhardt, W. G. Carson and M. D. Burton; Davies-Young Soap Co., Dayton, O., represented by C. F. Young, treasurer, and E. G. Eckerman, P. E. Norris, S. M. Kline and L. H. Lynch; Midland Color & Chemical Co., represented by A. Merson, president; Fischer Soap & Oil Co., Cincinnati, represented by C. D. Walker and Mr. Ward; Foree Products Co., Chicago, represented by Carolyn Freund, president; Armour & Co., Chicago, represented by T. M. Galvin; Riverside Mfg. Co., Chicago, represented by J. R. Gadd, president, and R. R. McNabb; Eaton-Clark Co., Detroit, represented by R. W. Clark, G. T. McCray, R. P. Cole and Richard Hedke; Midland Chemical Laboratories, Dubuque, Iowa, represented by Porter D. Reed, manager of the firm's dry cleaning service department; Palmolive-Peet Co., Chicago, represented by R. W. Boedecker, technical research man.

Drug & Chemical Dinner March 15

The annual dinner of all branches of the chemical, drug, and allied industries of the Metropolitan district of New York will be held at the Waldorf-Astoria Hotel on March 15 under the auspices of the Drug and Chemical Section of the New York Board of Trade and Transportation. This is the big annual dinner which is attended by all manufacturing and jobbing interests who sell through or are connected with the drug or chemical trades. An attendance of 400 is expected. Reservations cost six dollars per person and can be made through W. M. McConnell of the Board at 41 Park Row, New York. The great majority of chemical, essential oil, drug, and associated manufacturing and jobbing firms in the Metropolitan area will be represented.

Acidulated soap or black grease has been held dutiable at twenty per cent ad valorem, by the Bureau of Customs as a non-enumerated manufactured article, instead of at ten per cent, as waste not specially provided for.

Magnus Chemical in New Plant

Magnus Chemical Co., and its subsidiary, The Dif Corp., formerly of Brooklyn, N. Y., began operations on January 23 in their new plant located in the Bell Terminal, Garwood, N. J. Both companies manufacture cleaning



DR. R. W. MITCHELL



W. M. CAMPBELL

compounds and allied materials. The new plant gives the Magnus company materially larger quarters, while considerable new equipment has been added which permits of increased production.



D. C. STANLEY

The company was founded in 1921 and began its first manufacturing operations at 475 Kent Avenue, Brooklyn, but increased business necessitated moving the factory to 718 Atlantic Avenue in January, 1923. The company remained at that location until its recent move to Garwood, N. J. The founders of the firm included David Blanchard, R. A. Brazee, R. G. Campbell, W. M. Campbell, W. M. Garbe, Edward Magnuson and Norman Williams. All are with the present organization except Mr. Magnuson. W. M. Campbell is the present head of the company. He was formerly assistant manager of the Oakley Chemical Co., New York. Dr. R. W. Mitchell, technical adviser of the firm, is a well-known authority on cleaning compounds and is an instructor in chemistry at the Massachusetts Institute of Technology. D. C. Stanley, sales manager, took over the sales work for the firm two years ago.

The National Laundryowners Association has chosen Boston as the 1928 convention site, the meeting being scheduled for the week of October 15.



"Distinguished for its high
test and uniform quality."

SODA ASH CAUSTIC SODA BICARBONATE OF SODA

Michigan Alkali Company

General Sales Department

21 East 40th St. - - - - New York City

Chicago Office: 1316 South Canal Street, Chicago, Ill.

Works: Wyandotte, Mich.

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Dr. Eagan's Soap Cited by F.T.C.

Four men and a corporation in Chicago, owners and sellers of "Dr. Eagan's Medicated Soap" and certain toilet goods and cosmetics bearing similar titles, have been ordered by the Federal Trade Commission to discontinue misrepresenting the fact that these products sold by them are not compounded in their own laboratories, or under the supervision of a noted physician, designated as Dr. S. J. Eagan, or that the so-called doctor is the originator of the formulas of the preparations. They buy the goods from a manufacturer who also supplied the formulas, the complaint states. The respondents are named as Leroy A. Kling, John E. Weddell, William R. Durgin, and Cecil Widdefield, co-partners doing business under the names and styles of "Dr. Eagan Manufactory," "Dr. Eagan Laboratory," and "Pharmaceutical Products, Ltd." The Kling-Gibson Co., a Chicago corporation, is also named as a respondent.

National Laundry Allied Trades Association is the name of a new organization, formed late last month at Washington, D. C. A representative gathering of individuals, connected with firms supplying materials and equipment to laundries, elected a board of directors of fifteen men and they in turn elected officers. Included on the board are Wm. Longfelder, H. Kohnstamm Co., New York, T. E. Waters, Procter & Gamble Distributing Co., Cincinnati, W. C. Howe, Alden Speares Co., Boston, S. H. Fellows, Cowles Detergent Co., Cleveland, and R. E. Johnson, J. B. Ford Co., Wyandotte, Mich. Mr. Fellows was elected treasurer of the organization and Mr. Longfelder was named a member of the executive committee.

Antoine Chiris Co., New York perfuming material house, announces the appointment of a Southern representative, W. S. McGann, with headquarters at 66 Arcade, Nashville, Tenn. Mr. McGann, who was formerly connected with Berry, Demoville & Co., Nashville, wholesale druggists, also represents R. Hillier Sons' Co., New York crude drug house, in the South.

Colgate & Co. have started a New York advertising campaign on their new Octagon soap products, *Super Suds*. In the first card series it is described as "beads" of soap, to replace flakes. The advertisement announces that *Super Suds* dissolves instantly, results in fewer rinsings and washes clothes whiter. It is priced at ten cents a package.

Begin Soap Advertising Campaign

Soap and water cleanliness is of keen interest in the homes of America, judging by the response already made to the first advertisement in the series being published by the Association of American Soap and Glycerine Producers to aid the work of *Cleanliness Institute*. In the February issue of the "Ladies' Home Journal," where the first advertisement of the series appeared, it was introduced by a message to the women of the federated clubs and their affiliations. "All thoughtful women realize," said this message, "that a cleaner world would be a better place in which to live; and to them such a campaign for cleanliness cannot fail to be of interest. These messages should prove a powerful reinforcement to the educational work being done by the *Cleanliness Institute*, in cooperation with social service organizations, departments of health and schools, and through group leaders everywhere."

The same copy, without the message to club women, is appearing in other periodicals: in *Liberty*, the "American Magazine," and in Sunday magazine sections of newspapers. The media chosen for the 1928 advertising campaign include in addition the Woman's Home Companion, Photoplay, Motion Picture Magazine, Motion Picture Classic, True Story, True Experience, True Detective Mysteries, True Romance, Dream World, and Sunday newspaper supplements in every city where such magazine sections are published. Another series of advertisements, addressed to employers and supervisors of labor, is appearing in "Factory" and "Industrial Management," "Industrial Engineering," and "Manufacturers' Record." In these the message calls attention to the importance of encouraging hand-washing and personal cleanliness among the employees, as a means to self-respect, improved morale, and better health, and reduced loss of time.

K. F. Griffiths, head of K. F. Griffiths & Co., New York, pumice stone importers and grinders, died suddenly, Jan. 22, at his home in Bronxville, N. Y. Mr. Griffiths was forty-two years old at the time of his death.

Du Pont Cellophane Co., manufacturers of "Cellophane," a transparent wrapping material, have moved their New York Office to larger quarters at 32nd street and 4th avenue, in the new Park Avenue Building.



SAPOFIXIN

We invite you to try our Sapofixins
in your Soaps as reinforcers.

Sapofixin Eau de Cologne

Sapofixin Hyacinth

Sapofixin Lavender

Sapofixin Lilac

Sapofixin Lily of the Valley

Sapofixin Orange

Sapofixin Pine

Sapofixin Rose

Sapofixin Violet



HEINE & CO. NEW YORK

TELEPHONE BEEKMAN 1535

52-54 CLIFF STREET

Sole Distributors for HEINE & Co., A. G., Leipzig
in the United States and Canada

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PERSONAL and IMPERSONAL

Levant Castile Soap Co., manufacturers of olive oil castile soap, have moved their plant and offices to their own building at 327-36th Street, Brooklyn, N. Y. They were formerly at 175 Wooster St., New York.

Ervin T. Drake, Jr., engineer with the Houchin-Aiken Co., soap machinery builders, from April, 1920, through, May, 1926, joined the engineering department of Lever Brothers Co., Cambridge, Mass., Feb. 15. Since having been connected with Houchin-Aiken, and up until early this month, Mr. Drake had been in the engineering department of the Robert A. Keasbey Co., New York, magnesia and asbestos products.

Shares of the Gold Dust Corp. have had a sharp rise on the New York Stock Exchange since the first of the year, moving from a low of 71 to a high of 98½. This latter movement has been on top of a spectacular upward move late in 1927. The rise is laid in Wall Street to earnings and business of the company and anticipated production of new products, and also to extremely advantageous raw material contracts placed last year by the company for delivery over 1928. The stock pays \$3 per share.

Yardley & Co., British soap manufacturers, are incorporating American branch under the name, Yardley & Co., Inc. The firm has offices in New York and operates an assembling and distribution plant at 118 Palisade Ave., Union City, N. J.

In the case of James J. Bradley & Co., New York, the Federal Trade Commission has completed hearings and issued a cease and desist order on Feb. 9 against the company for use of the word "English" to describe a bath soap manufactured in the United States. The respondent filed the usual report on how they have carried out the order within sixty days.

Colgate & Co. will soon start work on a two story addition to their factory. Plans for the addition, which will cost close to \$100,000, have been complete.

Cincinnati Soap Co. moved their New York office to 245 Fifth Avenue, Feb. 1, having formerly been located at 43 Leonard st. P. S. Solomons, for the past twenty-five years in charge of the Cincinnati firm's Eastern domestic and export department, will continue at the head of the New York branch. The firm makes toilet soaps and toilet preparations, specializing in the manufacture of private brand merchandise.

E. R. Squibb & Sons, Brooklyn, have awarded a contract for the erection of a twelve story addition to their factory. The new plant, which will be built across the street from the present Squibb factory, will measure 164 feet by 98 feet and will cost approximately \$1,000,000. A two story covered bridge will connect the old and new buildings.

B. T. Babbitt, Inc., New York, have appointed Thomas P. Kelly, formerly assistant sales manager, Eastern sales manager of the company, succeeding Louis J. Gumpert, recently made general manager of the firm.

Davies-Young Soap Co., Dayton, O., are introducing a new soap, "Rugo," particularly adapted for cleaning rugs and carpets. It is being advertised as a shampoo for rugs and carpets, operating in the same manner as do hair shampoos.

Royal Crown Soaps, Ltd., Vancouver, B. C., Canada, manufacturers of a complete line of soaps, including toilet, laundry, medicinal, chips, scouring powder, liquid, shaving etc., are now operating the W. T. Pendrav & Sons, Ltd., factory at Belleville and Montreal streets, Victoria, B. C. The Pendrav company made laundry, liquid and auto soaps and cleaning compounds.

A new use for soap has been developed by an artist associated with the Procter & Gamble Co. It is utilized, in place of wood or linoleum, in block printing. The process is explained in a copyrighted monograph, recently issued by Procter & Gamble.

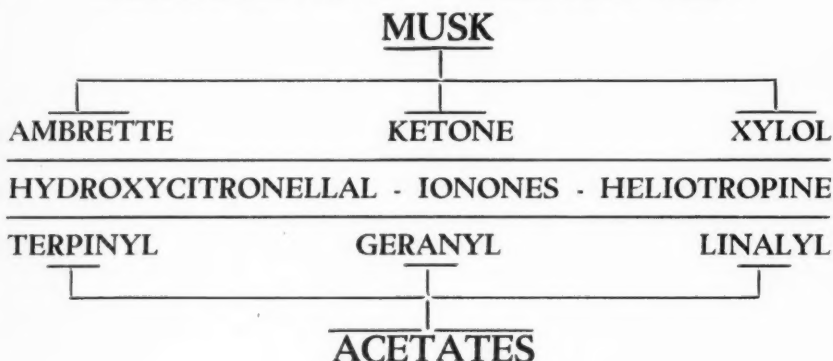
RESIN PATCHOULY

A Combined Perfume Base and Fixative

THIS is another fine product from the laboratories of BERTRAND FRERES. For many years Patchouly Oil has been recognized as an important perfume material. However, in the form in which we are now in a position to offer it, its value is many times increased due to the benefit derived from the Oil and also the fixative and blending properties of the resinous portion.

Soap Makers who are interested in examining this Product would do well to ask for a sample.

AROMATIC CHEMICALS



Sole Representative of

Bertrand Freres, S. A.

GRASSE

FRANCE

P. R. DREYER

26 CLIFF STREET

NEW YORK

Sole Selling Agent for

VANILLIN FABRIK
Hamburg, Germany
Aromatic Chemicals

NORD AFRICAN
COMMERCIAL
Alger, Africa
Oil Geranium

H. RAAB & CO.
Roermond, Holland
Artificial Musk

PAOLO VILARDI
Reggio Calabria, Italy
Messina Essences

Say you saw it in SOAP!

National Soap & Chemical Co., 214 N. Main St., St. Louis, an outgrowth of the National Flake Soap Co., which operated in St. Louis several years ago, has started manufacturing flake soap and soap powder, for sale in bulk. A well-equipped factory has been set up, especially to produce the products enumerated above. The officers of the firm, which is a Missouri corporation, are John J. Miravelle, president, and E. J. Monnig, vice president and treasurer.

The Foragers, an organization of salesmen in the soap, drug and perfumery trades, of which Martin F. Schultes, of Hewitt Brothers Soap Co., is president, met early last month, in New York, to honor S. W. Lothrop, one of the society's thirteen charter members.

Cowles Detergent Co., Cleveland, detergent manufacturers, have issued a statement pointing out that T. H. Blandin, for many years their New England manager, will continue to be directly connected with the firm even though he has assumed duties with the Mitchell Wing Co., Boston, laundry supply house, as vice-president in charge of sales. Mr. Blandin will direct the Cowles field men in New England and it is possible that even a closer connection may result from present negotiations which are leading up to having Cowles products sold in New England through Mitchell Wing Co.

The fifth annual Naval Stores Get-Together has been scheduled for Feb. 20 to 22 at the Hotel De Soto, Savannah, Ga. A special effort to get the producers to attend the meeting is being made this year. One of the speakers, H. W. Davis, general purchasing agent for the Sherwin-Williams Co., will discuss the relationship between rosin and consumers.

C. R. Antz, formerly with J. C. Francesconi & Co., New York, has established C. R. Antz & Co., with offices at 25 Beaver St., New York, to do a general business in fats, oils, waxes and related products.

A new soap product for wet cleaning fine fabrics has been introduced in the trade by the Riverside Mfg. Co., St. Louis, manufacturers of soaps for dry cleaners. The material is being marketed under the trade name "Hexite."

The executive committee of the Bureau of Raw Materials of the American Vegetable Oils and Fats Industries met in New York, Jan. 12, to discuss various matters which are pending

in Washington, principally various bills, outlines of which were given in the January issue of SOAP.

Hammill & Gillespie, 225 Broadway, New York, handlers of pumice stone, silica, bentonite and related abrasives and fillers, have issued a booklet describing all of the items which make up their complete line. It is of interest that the firm will celebrate its eightieth anniversary this year, having been established in 1848.

Philadelphia Quartz Co., Philadelphia silicate of soda manufacturers, have again enlarged their facilities through the purchase of another silicate factory. The factory of the Frohman Chemical Co., Sandusky, O., built in 1914, was taken over late last month.

At the annual meeting of Dodge & Glendon Co., New York, held January 31, the following officers were elected: Francis T. Dodge, president; Herman G. Weicker, first vice-president; William G. Moore, second vice-president; J. H. Howe, secretary; F. C. Allen, treasurer. Dr. Frank D. Dodge remains as chief chemist and C. A. Myers as manager of the Bayonne, N. J. works. W. G. Moore, the new second vice-president, was recently manager of the company's Chicago branch.

Antoine Chiris Co., New York, essential oil importers and manufacturers, announce that Lucien Eyraud has joined their local sales staff. Mr. Eyraud has been connected with an American manufacturer of aromatic chemicals, since coming to the United States about three years ago, having represented J. Mero & Boyveau in Belgium prior to that time.

Fluid resins prepared from gums, roots, leaves, etc., will carry a tariff duty of 50 per cent through their classification under Par. 61 of the Fordney Act as natural perfume materials not otherwise provided for, as they are held to be similar to other products classed in this same paragraph, according to a recent decision by the Court of Customs Appeals in the case of Resinaromes imported by Ungerer & Co., New York. Ungerer & Co. have been fighting this case in the customs courts since September, 1922.

Soap Perfume Oils

Produced by

ROURE-BERTRAND FILS

LARAGNE (FRANCE) GRASSE BOUFARIK (ALGERIA)

Geranium Bourbon

Vetivert Bourbon

Ylang Ylang, South American

Ylang Ylang Bourbon

Ylang Ylang Nossi Be

As sole agents, in the U. S. and Canada, for Roure-Bertrand Fils, long a primary source of supply for these highly important Soap Perfume Oils, we invite comparison of these oils with those you are now using.

GEORGE SILVER IMPORT CO.

461-463 FOURTH AVENUE
NEW YORK CITY

Say you saw it in SOAP!

Such
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ON PRODUCTS AND PROCESSES

Sudden and irregular darkening of soaps were reported traced to small quantities of rust and copper oxide from corroded parts of equipment. Experiments with 0.01 mg. copper oxide and 0.006 mg. iron per square centimeter showed darkening in four days in diffused daylight. The following metals in order show decreasing effect on soaps: copper, cobalt, iron, nickel, manganese, mercury, lead, tin.—*Seifensieder Zeitung*, 54, 740, 1927. (See also SOAP, Jan., 1927, Pg. 29.)

A method for determination of neutral fat in soaps which is valuable for rapid control of cold-made soaps, and takes one hour or less with an accuracy of 0.05 per cent, is described by L. F. Hoyt as follows: Weigh 10 to 15 grams sample and dissolve in 150-200 cc hot neutral 94% alcohol and filter if not clear. Make the solution neutral and add 10 cc alcoholic caustic potash and boil for 30 minutes under a reflux condenser, running a blank in the same manner. While still hot, titrate blank and sample with 0.5 N acid. From the number of cc of alcoholic potash absorbed the per cent of neutral fat is calculated.—*Oil & Fat Industry*, 4, 357, 1927.

A dentifrice using ethyl iodide or other iodide of an aliphatic hydrocarbon as its active ingredient, and which may also contain such substances as white mineral oil, carbon tetrachloride, chalk, magnesium carbonate, glycerin and water, has been patented as U. S. No. 1,645,852. Other reference is made to Patent No. 1,645,791.

In the determination of the purity of olive oil, the well-known color reactions are tedious and uncertain. A one per cent solution of eosine in acetone gives a characteristic reaction with olive oil which distinguishes pure oil from other vegetable oils and adulterated olive oils. Shake 5 cc of oil with 1 cc of eosine solution and a transient color appears and then disappears almost immediately or when warmed. Under the same conditions, oils such as sesame, cottonseed, castor, etc. also give an immediate rose or red color which is permanent and does not

disappear even when heated and becomes slowly more intense. Adulterated olive oils give a permanent color of degree varying with adulteration. Oils tested must be dry as water interferes with the accuracy of the tests.—*Ann. Chimica Applicata*, 17, 389, 1927.

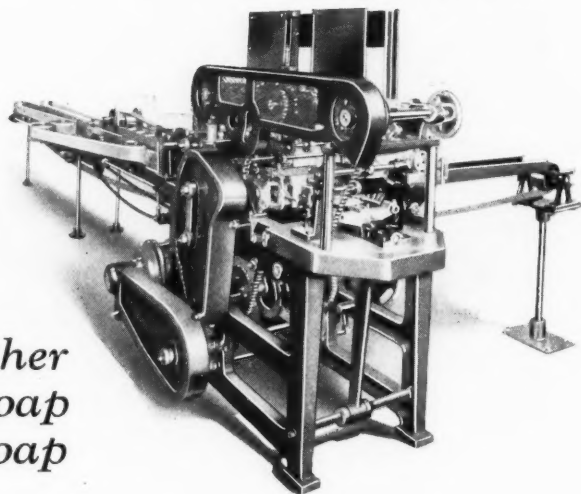
Correct sampling of soap is essential for accurate determination of water and of fatty acids. From spheres of cylinders cut a sector from the center of the periphery. From rectangular bars, cut a section at right angles to the long axis. Comparison of old and new methods, showed the method herewith giving a difference up to 3.90 per cent fatty acids for curd soaps four weeks old, the new method of sampling as described giving the higher per cent. The method has been adopted by the German Committee for Standard Analytical Methods.—*Seifensieder Zeitung*, 54, 721, 1927.

Soaps for washing extremely dirty, greasy materials such as workmen's clothing, goods stained with mineral oils, carpets, linoleums, etc. are best manufactured with the incorporation of hexalin or cyclohexanol and sulfonated naphthalenes and a lesser part of an aromatic hydrosulphacid. The proportions suggested of the above are respectively 400, 225, and 75. The addition of the above to soaps gives greater lathering and wetting power, greater resistance to formation of lime soaps, and increased detergent action. The solvent character of the additive products removes by quick solution of materials holding dirt to clothing, liberating dirt to a ready emulsion and removal by rinsing with clean water.—*British Soap Manufacturer*, Dec, 1927, pg. 355. Also French patent No. 649,893.

A cleansing compound containing soap, sodium carbonate, borax, sodium chloride, sodium sulfate, or their mixtures, is made with the addition of pancreatic extracts or other substance containing tryptic enzymes and may also contain water softeners such as sodium oxalate or bile salts or substances which reduce surface tension. The water content is reduced to 10 per cent or less and it may be formed into cakes and tablets.—*British Patent No. 265,024*.

High speed !

Wraps 200 cakes per minute, in an inner and outer wrapper



*Wraps either
laundry soap
or toilet soap*

This is one of our new machines, designed especially to give the soap manufacturers faster wrapping—lower costs.

With this machine you can wrap 98,000 cakes per 8-hour day. Only one operator is required, and the machine can be fed directly from the soap presses by a belt conveyor.

The completely wrapped cakes come out on edge, so that they will be easy to pack—another aid to efficiency. And the wrapping is perfect—snug neat folds—ends securely sealed with paste.

For more information about this machine, or for assistance in any of your wrapping problems, write to our nearest office.

PACKAGE MACHINERY COMPANY

SPRINGFIELD, MASSACHUSETTS

NEW YORK: 30 Church Street

CHICAGO: 111 W. Washington St.

Say you saw it in SOAP!

CONTRACTS AWARDED

Palmolive-Peet Co. awarded 72,000 cakes toilet soap for Brooklyn Quartermaster Dept. at 85c gross. Oakite Products, Inc. awarded 3,250 lbs. laundry compound at 9c lb. Swift & Co. awarded 288 cans cleanser at 4.2c can. Oakite Products, Inc. awarded 700 lbs. oakite at 11.85c lb., 5 bbls. at 9c lb. and 1 bbl. at 11.5c lb.

Lever Bros. Co., Kansas City, awarded 8,000 cakes fine scouring soap at 3.6c cake. Palmolive-Peet Co. awarded 59,200 cakes issue soap at 5.12c cake. Both for Fort Sam Houston Quartermaster Dept. Circular 189.

J. Eavenson & Sons awarded 2,500 lbs. fulling soap for Frankford Arsenal, Cir. 270, at 7.35c lb.

Solvay Sales Corp. awarded 20,000 lbs. sanitary cleanser for Brooklyn Medical Depot at 2.125c lb. S. S. Stafford Co. awarded 7,000 tins metal polish for same place at 8.75c tin. Champion Glue Co. awarded 5,000 cans floor polish at 54.81c can for same place.

R. M. Hollingshead Co. awarded 6,000 tins floor polish for Brooklyn Medical Depot at 53c New York and 56.25c St. Louis.

H. H. Rosenthal Co. awarded 1,800 lbs. washing compound for laundries for U. S. Marine Corps, Washington, at 6.5c lb.

H. J. Brewer Co. awarded 10,000 lbs. soda ash for Springfield, Mass. Armory at 2.08c lb.

J. Eavenson & Sons awarded 300,000 lbs. issue soap, A. S. B. domestic packing for Brooklyn Quartermaster Dept. Cir. 104 at 4.82c lb.; 115,000 lbs. of issue soap, export packing, awarded to Armour & Co. at 5c lb.; also 240 lbs. issue soap for West Point to Armour & Co. at 5.5c; 340 lbs. same to same company at same price for Fort Ethan Allen; 180 lbs. same for Augusta, Ga. J. Eavenson & Son awarded 1,360 cakes white floating soap A. S. B. for Governor's Island at 3.28c and 200 cakes for vessel Gen. Henry at same price,

and 200 cakes for vessel Gen. Ord. at same. Also 5,000 cakes white floating soap for stock to J. Eavenson & Son at 3.28c and 100 to Fort Slocum and 300 to Picatinny Arsenal at same price. Windsor Soap Co. awarded 400 cakes white floating soap for West Point at 3.41c and 200 Fort Monroe at same. J. Eavenson & Son awarded 5,000 cakes white floating soap for Governors Island at 2.32c cake. Purdy & Stevens Supply Co. awarded 100 lbs. soap powder for Gen. Ord., 100 for Fort Slocum, 700 lbs. Governors Island, all at 4c lb.

Colgate & Co. awarded 2,400 lbs. castile soap for Philadelphia U. S. Marine Corps at 8.75c lb. For same place, B. T. Babbitt, Inc. awarded 36,000 lbs. caustic soda at 5.45c lb.; Puritan Soap Co. awarded 500 lbs. automobile soap at 9c lb.; 5,000 lbs. mechanics' hand soap to James Good, Inc. at 5.4c lb.; 5,000 lbs. hand grit soap to Purdy & Stevens Supply Co. at 4c lb.; 1,600 lbs. white floating soap to Globe Soap Co. at 9.2c lb.; 10,000 lbs. washing soda to H. H. Rosenthal Co. at 1.84c lb.

Palmolive-Peet Co. awarded quantity toilet soap for Fort Benj. Harrison at 6.375c cake and Fort Leavenworth at 3.4c; also quantity laundry soap for Fort Robinson at 5.8c. Armour & Co. awarded quantity laundry soap for Fort Crook at 5.42c and for Camp Knox at same price. Palmolive-Peet Co. awarded quantity hand grit soap for Fort Sheridan at \$0.00862 cake. All through Chicago Quartermaster Dept.

George E. Marsh Co. awarded 50,000 lbs. fresh water soap for Staten Island, N. Y. lighthouses at 4.73c lb.

Clifton Chemical Co. awarded 31,850 lbs. automobile soap for Post Office Department miscellaneous supplies at 4.4c lb., 4.5c lb. and 5.1c lb. Bowker Chemical Co. awarded 21,975 lbs. trisodium phosphate for same department at 4.4c and 3.9c lb. Lightning Lye Co. awarded 8,780 lbs. caustic soda at 5.5c, 4.4c, and 3.5c lb. Price differences due to variable packing and destinations of shipments.



American-Ground Italian Pumice Is Best for All Uses

And especially do soapmakers favor Rhodes "Colossus" Pumice Stone. Imported from the Rhodes warehouses in Italy where it receives its first painstaking inspection and is freed from every trace of "rasaglia," iron and black obsidian. It is graded, ground, bolted and dried in our New York plant and packed for shipment.

RHODES COLOSSUS

AMERICAN GROUND ITALIAN

Pumice Stone

Is cleaner, lighter in weight and more uniformly milled than cheaper brands, but this is a superior product. No better quality can be sold at any price. Rhodes facilities for economic production and marketing make "Colossus" Pumice the lowest priced, grade for grade, and the most economical to use for all purposes.

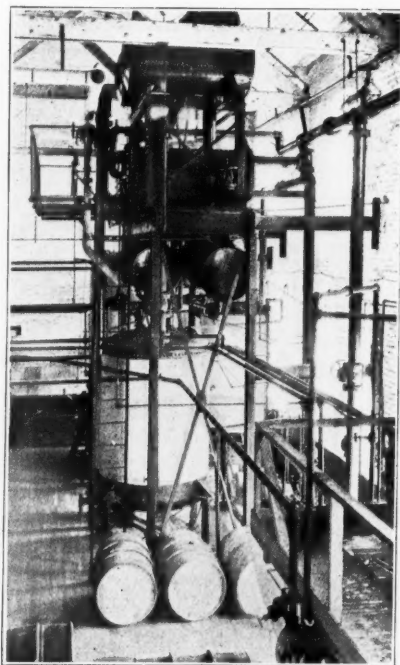
*Send for working samples
and see for yourself.*

James H. Rhodes & Company

Dept. J.

153-159 W. Austin Avenue
Chicago, Ill.

Hunterspoint Avenue at Canal
Long Island City, N. Y.



Garrigue Glycerine Refining Plant

SIMPLICITY and economy in operation of the GARRIGUE Glycerine Refining Plant are obtained by the use of the "double effect" and "heat regenerator" principles whereby the injection steam for the still is supplied by the evaporation of the sweetwater and is superheated by the outgoing glycerine and water vapors from the still. The glycerine and water vapors are then fractionally condensed in a series of condensers.

These features are fully covered by our patent and any infringements thereof will not be permitted.

WM. GARRIGUE & CO., Inc.

Chemical Engineers

9 So. Clinton Street

Chicago

RECORD OF TRADE-MARKS

The following trademarks were published in the January issues of the *Official Gazette* of the United States Patent Office in compliance with Section 6 of the Act of Sept. 20, 1905 as amended March 2, 1907. Notice of opposition must be filed within thirty days of publication. As provided by Section 14, a fee of ten dollars must accompany each notice of opposition.

Trade-Marks Filed

Soapreme—This in outline letters in a triangle with the word "Quality" written through it describing liquid toilet soaps, liquid scrubbing soaps, automobile and jelly soaps, soap powders and metal polishes. Filed by Leonard L. Dorschler, Chicago, Ill., July 21, 1926. Claims use since June 21, 1922.

Full Value—This in outline letters in a scroll over the words "Dishwashing Compound" describing soaps and washing compounds. Filed by Friedley-Voshardt Co., Chicago, Ill., May 16, 1927. Claims use since April 1, 1927.

Unoit—This in black letters describing soap. Filed by "IT" Products Co., Los Angeles, Calif., June 15, 1927. Claims use since Mar. 1, 1927.

Creme Oil—This in black letters describing soap. Filed by Palmolive-Peet Co., Chicago, Ill., August 24, 1927. Claims use since Jan. 1, 1915.

Crystal Blanco—On a picture of the wrapper describing soap. Filed by Palmolive-Peet Co., Chicago, Ill., September 22, 1927. Claims use since April 6, 1921.

Creme Oil—On a picture of the wrapper describing soap. Filed by Palmolive-Peet Co., Chicago, Ill., Sept. 22, 1927. Claims use Aug. 22, 1923.

Whip—This in outline letters with a whip going through it, all in a box, describing house and hand paste soap. Filed by Van Goodsnover Bros. & Co., Chicago, Ill., Nov. 3, 1927. Claims use since Mar. 15, 1927.

Solvite—This in outline letters describing dry-cleaning soap. Filed by Solvite Co., Northville, Mich., Nov. 7, 1927. Claims use since Nov. 1, 1914.

Le Matin Au Bois—This in black letters

describing toilet soaps. Filed by Lenthéric, Inc., New York, N. Y., Nov. 12, 1927. Claims use since Mar. 6, 1925.

Zip—This in outline letters over the picture of an insect, all in a box, describing insecticides. Filed by American Co. of Arkansas, Little Rock, Ark., May 19, 1927. Claims use since Jan. 5, 1927.

Dioxogen—This in black letters over writing in foreign language and the name of the company in a box describing antiseptic and disinfectant. Filed by Oakland Chemical Co., New York, N. Y., Sept. 16, 1927. Claims use since 1917.

Silver Leaf—This in black letters describing soap. Filed by Haskins Bros. & Co., Sioux City, Iowa, Nov. 9, 1927. Claims use since 1897.

Belemy—This in outline letters describing medicated soap. Filed by Andel Co., New York, N. Y., Nov. 23, 1927. Claims use since Sept. 1, 1924.

Sweet Mamma—This in black letters describing soap. Filed by Leffler & Co., St. Louis, Mo., Nov. 30, 1927. Claims use since June 1, 1927.

X-M—This in black letters describing insecticides. Filed by Quaker Oil Products Corp., Conshohocken, Pa., Nov. 18, 1927. Claims use since Nov. 7, 1927.

Globe Ok—This in black letters describing disinfectants. Filed by Globe Labs., Fort Worth, Tex., Nov. 21, 1927. Claims use since April 1, 1927.

Picture of a container describing soap. Filed by Waverly Oil Wks. Co., Pittsburgh, Pa., Oct. 12, 1927. Claims use since Dec. 1, 1921.

Osage Hand Soap—This in black letters over the picture of a tent describing hand soap. Filed by J. H. Sholts & Co., Pontiac, Mich., Nov. 4, 1927. Claims use since Oct. 24, 1927.

Soap-Meal—This on a fancy back-ground describing powdered soap. Filed by Insto Co., Los Angeles, Calif., Nov. 17, 1927. Claims use since Dec. 1, 1923.

Old Master Extra Dry Cleaner—This in black letters over the picture of a man in a laboratory describing dry cleaner for all



free flowing

T. S. P.

Free flowing trisodium phosphate is simply a description of *Victor* trisodium phosphate. This product is not only well known for its free flowing characteristics, but for its brilliant, white, uniform crystals, and the excellent service given to buyers from warehouses located at central points. Address your trisodium phosphate inquiries to Victor.

VICTOR CHEMICAL WORKS

CHICAGO

New York

Nashville

St. Louis

Porcelain Enameled LIQUID SOAP TANKS

*Standard with several of the
largest liquid soap buyers*



1 gal. tanks — \$7.25 each.
3 gal. tanks — 9.00 each.
in quantities of 1 to 10.

5% discount for 10 to 25.

Special prices on
larger quantities.

Made of 16 gauge steel, porcelain enameled both inside and out, this sturdy, attractive liquid soap tank will withstand all attacks from alkali and will last indefinitely. Your customers will be entirely satisfied with its appearance and performance. It is made right by a company with over seventy-five years' experience in doing this particular type of work the best way it can be done. Order a sample!

We can also supply valves. Any plumber can fit the necessary pipes as required and install the complete liquid soap system for you.

JOHN TRAGESER STEAM COPPER WORKS
Maspeth **L. I., N. Y.**

Phone—Pulaski 7700

Say you saw it in SOAP!

kinds of cloths etc. and a polisher and cleaner for polished metals. Filed by Old Master Labs., Inc., New York, N. Y., Nov. 21, 1927. Claims use since Sept. 1, 1927.

H. W. & D.—This in outline letters on a striped background describing antiseptics and disinfectants. Filed by Hynson, Westcott & Dunning, Baltimore, Md., Dec. 7, 1927. Claims use May, 1925.

Nox-Kwik—This in black letters describing insecticides. Filed by U. S. Sanitary Specialties Corp., Chicago, Ill., Dec. 8, 1927. Claims use since June 14, 1927.

Mothaway—This in black letters describing insecticide, deodorant and disinfectant. Filed by Revelation Chemical Co., San Francisco, Calif., Dec. 10, 1927. Claims use since April 15, 1925.

Pan Olis—This in black letters in a circle decorated with flowers describing liquid insecticide. Filed by Pan Olis Chemical Co., New York, N. Y., Nov. 3, 1927. Claims use since Sept. 1, 1926.

O-Bit—This in black letters describing liquid insecticide and cleaner. Filed by Newlin's Chemical Lab., Chicago, Ill., Dec. 10, 1927. Claims use since April 15, 1927.

Helm's—This in black letters inside a wheel describing pine-oil disinfectants, cresol disinfectants, coal tar disinfectants, deodorants, deodorant blocks, insecticides, fumigants, roach powders, theatre sprays, insect sprays, etc. Filed by Helm Labs., New Orleans, La., Dec. 13, 1927. Claims use since Feb. 23, 1924.

Sunny Jim—This in black letters describing hand soap. Filed by Sunny Jim Co., Los Angeles, Calif., May 20, 1927. Claims use since Mar. 10, 1927.

Mazda Hand Soap—This in outline letters over the words "cleans in a flash" describing canned soap for cleansing hands, household articles, etc. Filed by Rainbow Products Co., Cleveland, Ohio, Nov. 9, 1927. Claims use since Aug. 12, 1926.

Djer-Lady—This in black letters describing laundry soaps, toilet soaps, shaving-soaps, shredded soaps, soap jelly, soap powders, soap flakes, metal polishes, etc. Filed by Kerkoff, New York, N. Y., Nov. 30, 1927. Claims use since May 17, 1927.

Shepherd's Dead-Go Insect Killer—This on a black back-ground describing insecticide. Filed by Dead-Go Mfg. Co., Auburn-dale, Fla., Dec. 17, 1926. Claims use since Dec. 1, 1925.

Trade-Marks Granted

236,397—Liquid for Killing Insects. Continental Chemical Corporation of Illinois, Watseka, Ill., Filed August 20, 1927. Serial No. 253,741. Published September 27, 1927. Class 6.

236,413—Disinfectant. Hillyard Chemical Company, St. Joseph, Mo. Filed August 12, 1927. Serial No. 253,373. Published September 27, 1927. Class 6.

236,417—Disinfectant, Germicide, and Deodorant. U. S. Sanitary Specialties Corporation, Chicago, Ill. Filed August 11, 1927. Serial No. 253,342. Published September 27, 1927. Class 6.

236,418—Deodorants and Disinfectants. U. S. Sanitary Specialties Corporation, Chicago, Ill. Filed August 11, 1927. Serial No. 253,341. Published September 27, 1927. Class 6.

236,478—Soaps. Brillo Manufacturing Company, Brooklyn, N. Y. Filed July 23, 1927. Serial No. 252,461. Published September 27, 1927. Class 4.

236,615—Shaving Soap. Ill-Mo Supply Co., St. Louis, Mo. Filed September 30, 1925. Serial No. 221,015. Published October 11, 1927. Class 4.

236,667—Polish. Standard Oil Company, Whiting, Ind., and Chicago, Ill. Filed July 27, 1927. Serial No. 252,626. Published October 11, 1927. Class 16.

236,668—Polish. Standard Oil Company, Whiting, Ind., and Chicago, Ill. Filed July 27, 1927. Serial No. 252,625. Published September 27, 1927. Class 16.

236,683—Tooth Powder, Tooth Paste, Mouth Wash and Spray, Shampoo, Deodorizers, Disinfectants and Germicides, and Moth and Insect Destroyers. Rose Krantz, doing business as General Sales Company, Brooklyn, N. Y. Filed May 25, 1927. Serial No. 249,530. Published October 11, 1927. Class 6.

236,690—Soaps. Colgate & Company, Jersey City, N. J. Filed April 21, 1927. Serial No. 247,780. Published October 11, 1927. Class 4.

236,709—Polish and Cleaner. Valentine & Company, New York, N. Y. Filed July 16, 1927. Serial No. 252,174. Published September 27, 1927. Class 16.

236,710—Soap and Soap Powders. L. A. Frye & Son, Brush Creek, Tenn. Filed July 16, 1927. Serial No. 252,150. Published October 4, 1927. Class 4.

(Continued on Page 107)

MYSORE GOVERNMENT

East Indian Sandalwood Oil

SOLE DISTRIBUTORS

Essenflour Products, Ltd.

Mysore

S. India

*Distillers of Essential Oils and
Manufacturers of Perfumery Products*

THE Mysore Government distills and sells only one grade of Oil, a strictly pure genuine Sandalwood Oil put up in distinctive cans and cases, labelled and serially numbered. Oil supplied in other styles of containers may be U. S. P., but we can accept no responsibility for its genuineness or its freedom from adulteration. The buyer who specifies Mysore Oil should receive it in original containers and is then absolutely protected. This oil we offer exclusively in labelled containers. Further protection is insured by the smaller label placed over the cap. This label is numbered and a complete record of each case shipped is kept by us.

***For your own protection, insist on
Original Cans and Cases***

PACKED IN 100-LB. CASES—EACH CASE
CONTAINS 4 25-LB. TINS
SUPPLIED THROUGH YOUR JOBBER

COX, ASPDEN & FLETCHER

Sole Agents in U. S. A.

26 CORTLANDT STREET
PHONE—RECTOR 4586

NEW YORK CITY
CABLE ADDRESS—COXASPEN, N. Y.

Say you saw it in SOAP!

Market Report on ESSENTIAL OILS AND AROMATICS

(As of February 9, 1928.)

NEW YORK—All told, the demand for essential oils has shown material expansion during the past month and the undertone of the market reflects general firmness in spite of the fact that there have been comparatively few actual price revisions. Consumers, especially large consumers, appear to show a greater interest in the market. This confidence in the general level of prices seems to be more firmly entrenched than a month ago. The broad decline appears to have stopped, and the past month has shown firmer resistance to price shading than any period over the past year.

OIL ANISE

There is less tendency to sell under the market and the price here appears to have been fairly well established at 57c to 59c lb. for U. S. P. and 55c up for technical oil.

OIL BERGAMOT

Movement in bergamot prices were mixed during the month. Some factors advanced prices, but sharp cuts for shipment tended to soften the position near the close. As to brand, prices ranged all the way from \$5.25 to \$6.00 lb. at the close. No sellers at \$5.00 were found as was the case last month, but trade is awaiting the effect of easier market abroad.

OIL CAMPHOR

New stock of white oil during the month brought the price back to 11½c lb. spot in drums, but firm at that level. Sassafrassy oil held strong at 15½c.

OIL CASSIA

The position has continued soft on spot and some sellers shaded prices during the month. Market closed at \$1.70 to \$1.80 for redistilled, and at \$1.35 to \$1.40 for 80-85 oil.

OIL CEDARWOOD

Both cedarwood and leaf oil oils showed a



**Ambergris
Civet
Musk**

**Integrity
and
Organization
Are Behind the
D & O
Label**

Anethol
Bromstyrol
Citronellol
Eucalyptol
Coumarin
Cinnamic Alcohol
Hydroxycitronellal
Methyl Anthranilate

Oil Sassafras Artificial
Oil Patchouly from the leaf
Oil Geranium Bourbon
Oil Geranium Algerian

Oil Sandalwood East Indian

Geraniol Extra
Geraniol "C" and "D"

Ionone
Iraldeine
Linalool
Safrol
Heliotropine

Oil Geranium Turkish
Oil Lavender finest quality
Oil Vetivert Bourbon
Oil Vetivert East Indian

DODGE & OLCOTT COMPANY
87 FULTON STREET NEW YORK CITY

The integrity of the house is reflected in the quality of its products.

Perfume Raw Materials and Concentrates

FOR SOAPS, DISINFECTANTS, SPRAYS, DEODORANTS

Expertly prepared concentrates free from discoloration and possessing maximum odor value.

"SAPORA" - \$5.00 per lb.

Acacia	Jasmine	Red Rose	Bouquet No. 1
Almond	Lavender	Reseda	" " 2
Buttermilk	Lemon	Sandalwood	" " 3
Carnation	Lettuce	Sweet Pea	" " 4
Cologne	Lilac Blue	Trans. Glycerin	" " 5
Gardenia	Lilac White	Trefle	" " 6
Geranium	Musk	Verbena	" " 7
Glycerin	Narcissus	Violet France	" " 8
Heliotrope	Neroli	Violet Parma	" " 9
Honeysuckle	New Mown Hay	White Rose	" " 10
Hyacinth	Orange Blossom	Windsor	" " 11
Jack Rose	Patchouly	Ylang Ylang	" " 12

"SOAPOL"

No. I \$.30 lb.	No. IV \$.75 lb.	No. VII \$1.55 lb.	No. X \$2.10 lb.
" II35 lb.	" V85 lb.	" VIII 1.65 lb.	" XI 2.25 lb.
" III40 lb.	" VI90 lb.	" IX 1.75 lb.	" XII 2.65 lb.

We are in good competitive position on the following raw materials with regard to quality, price and spot stocks.

Aubepine
Heliotropine Imp.
Oil Lavender Cavallier Freres
Finest Barreme Oils
Yara Yara
Oil Rosemary, French and Spanish
Geranyl Acetate "Savons"

Permanency of
Scent in Soaps

very good
very good

very good
very strong
good
good

Color in
Soap

no discoloration
slightly yellowish

slightly yellowish
no discoloration
good
good

PIERRE LEMOINE, INC.

Chicago
Boston

108 JOHN STREET NEW YORK

Factory: LONG ISLAND CITY, N. Y.

St. Louis
Portland, Ore.

Linalyl Acetate

Our product possesses that very desirable Bergamot-Lavender Tone.
Soap makers who use it as a perfume in their

Soaps would do well to ask us for a sample so they may be convinced that the quality is all that can be desired.

P. R. DREYER

26 CLIFF STREET - - - - - NEW YORK

Sole U. S. Agents for

VANILLIN-FABRIK G.M.B.H.
HAMBURG-BILLBROOK

TELEGR.-ADR. VANILLINFABRIK • TEL. SAMMELNUMMER D8 3432



Say you saw it in SOAP!

firmer position at the close of the period. Demand for the former was much heavier. Closing prices were higher at 27c to 28c for cedar-wood and 90c for leaf.

OIL CITRONELLA

Better inquiry and a firmer market in producing centers in Ceylon and Java brought strength to the spot position during the month. Spot prices closed unchanged at 33c up for Ceylon and 43c for Java, both in drums.

OIL LAVENDER

Remained quiet and unchanged with stocks sufficient for requirements. Prices ranged all the way from \$3.00 up to \$3.75 lb. spot as to seller and quality. Spike at 90c lb. up.

Comment on Geranium Oil Prices

Market changes of recent years, say Ungerer & Co., New York, have deranged the relationships which formerly existed between prices of certain essential oils. One of the most curious of these alterations has affected the relative prices of Bourbon and African geranium oils. Up until the last two or three years, the African oil commanded a higher figure than Bourbon and frequently the premium was substantial, amounting to as much as four dollars a pound at one time when both were scarce. To-day both oils are relatively cheap and the African is actually below the Bourbon in price though but slightly.

During earlier years, most buyers who were able to do so, adopted the cheaper Bourbon oil as a standard, and even today, when there is no price advantage in its use, they prefer to make no change. The increased African production has been more than sufficient to meet the somewhat limited demand of those who were accustomed to insist on that oil. It would seem that under existing conditions many who now specify Bourbon geranium could profitably consider increased use of the African type in order to take advantage of the smoother and more rosy odor of the latter. Plenty of room exists for argument as to which is preferable in soap, with most perfumers standing by the Bourbon oil as more powerful, while a few insist that the typical rosininess of the African makes it better for their compositions. With prices identical or slightly in favor of the African, one wonders if some perfumers are not permitting habit to blind them to an opportunity for improving some of their compositions.

Francis Henry Sloan, for many years with Dodge & Olcott Co., New York essential oil house, and president of the firm from 1918 until Jan. 1, 1926, died Jan. 13 at his Brooklyn home, following a short illness.

Perfuming Specialties for SOAPS

Oak Moss Resin

A pure oak moss product at a remarkably low price, of special interest to Soap makers.

Cassie S

A synthetic cassie widely known for its fine odor, strength and lasting qualities.

Oil of Lavender

We handle only the finest quality lavender oils.

Aromatic Chemicals

A complete line of the best synthetics produced in France. Their use, only sparingly, will add a quality note to your soaps.

BENJ. FRENCH, Inc.

160 FIFTH AVE. - NEW YORK

Agents for

Descollognes Freres
Lyon, France

Pilar Freres
Grasse, France

We have been making SILICATE OF SODA in various grades and various forms, especially adapted to use in the manufacture of soap, so many years that GRASSELLI leadership in quality and service is definitely established throughout the industry.

THE GRASSELLI CHEMICAL CO.
CLEVELAND OHIO

Established 1839

Albany	Milwaukee
Birmingham	New Haven
Boston	New Orleans
Charlotte, N.C.	New York
Chicago	Paterson
Cincinnati	Philadelphia
Cleveland	St. Louis
Detroit	St. Paul



GRASSELLI GRADE
A Standard Held High for 88 Years

"COLUMBIA BRAND"

**Caustic
Soda**

SOLID — FLAKE
GROUND — LIQUID



**Soda
Ash**

LIGHT —
DENSE

Columbia Chemical Division

Pittsburgh Plate Glass Co., Barberton, Ohio

QUALITY

SERVICE

Address all Communications to

THE ISAAC WINKLER & BRO. CO.

Sole Agents

FIRST NATIONAL BANK BLDG.,
CINCINNATI, OHIO

50 BROAD STREET
NEW YORK

Say you saw it in SCAP!

Market Report on SOAP AND DISINFECTANT CHEMICALS

(As of February 9, 1928.)

NEW YORK—Among the list of general chemical raw materials, mixed tendencies have been noted during the month. Business as a whole seems to be somewhat slower, although demand for some products remains active. Rosins showed little change although demand was reported to have called for some increase in shipments from Southern points. Glycerin continued its downward trend during the month and closed at extremely low levels in view of present conditions.

ALKALIES

No change in the large movement of both ash and caustic to large consumers has been noted. In fact, reports indicate that during the last half of January and early February, several industries had shown a tendency to take larger tonnages. Figures for 1927, report soap industry consumption of caustic about 135,000

tons and ash 225,000 tons, about 25 and 15% respectively of production.

ROSINS

There has been some shifting about in rosin prices during the month, but the changes have been small and have balanced each other. Some of the dark grades are firmer and the higher grades slightly lower. Demand from Southern points was reported heavier at the close with the market generally firm. All eyes are toward 1928 production outlook. At the close, prices were: B, \$9.30; H, \$9.70; N, \$10.70; WG, \$11.60; WW, \$12.40; wood rosin at works, \$7.00 bbl.

GLYCERIN

A continuation of the downward movement was noted during the month, bringing the figure for dynamite to 12c, which was also reported broken no sooner it was established. Demand has been very slow, but at present prices, some

THE NEWPORT PRODUCTS

*for
soap
makers*

TETRALIN and HEXALIN

**Hydrogenated Coal Tar Bases with
High Boiling Points and
Better Dissolving Properties**

for oils, waxes, greases and fats than the solvents commonly used — therefore they are ideal for incorporation with Soaps and Detergents destined to be used in textile processing.



**The Newport Chemical Works, Inc.
Passaic, New Jersey**

Branch Offices and Warehouses:

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Providence, R. I.

Philadelphia, Pa.

Chicago, Ill.

Greensboro, N. C.

Kendall Mfg. Co.
Kendall Mfg. Company
Providence, R. I.

May 11, 1927

Dear Sir:

We have received your letter of the 3rd, asking us to state our experience with your "Improved bond" weighing and filling machine.

We put this machine into service in filling boxes in October, 1926. It has been in practically continuous service during the working day from that time to the present. We have had but a minimum of repairs for cones and rollers and the machine has not been out of commission for any reason whatever for more than half a day at a time during this period. Our daily output on this machine is from 27,000 to 30,000 twelve-ounce packages of soap during nine working hours, being an average of from thirty-two to thirty-five packages per minute. We obtain an accuracy of approximately plus or minus one-eighth of an ounce which is all we require and all we feel it necessary to ask of any machine of this type.

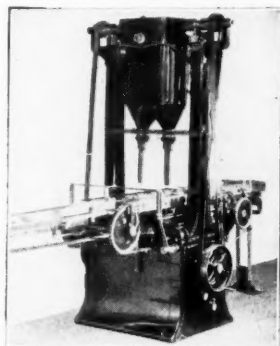
We consider this an excellent record and are glad to pass this information along to you.

Very truly yours,
ARTHUR W. CONANT,
Arthur W. Conant
Superintendent.

ATTN:

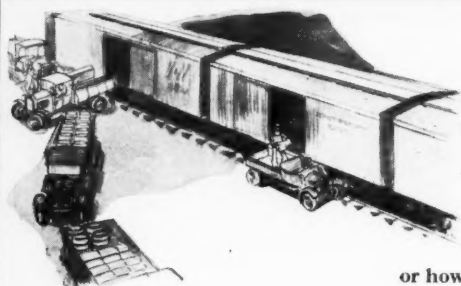
This letter refers to our
Model M.K. as illustrated

61 to 65 pkgs. per minute
average for 2½ years!



For further particulars send samples of
your cartons to

National Packaging Machinery Co.
192 Green Street, Jamaica Plain
Boston, Mass.



In Carload Lots or Less

Year in and year out, you get in Diamond Alkalies the same high quality, the same uniformity and the same quick delivery—No matter how limited or how large your requirements.

Our centrally located plants at Painesville, Ohio, are served by three trunk lines assuring carload buyers of Diamond Alkalies the advantages of unexcelled shipping facilities.

Conveniently located warehouse stocks are readily available for less than carload buyers in all the larger cities.

For quick service, high quality and a dependable source of supply specify Diamond Brand Alkalies.

Diamond Alkali Co.
Pittsburgh, Pa.
and everywhere!



Say you saw it in SOAP!

large consumers are reported showing renewed interest in the market. Stocks of both crude and refined are reported heavy, but active demand would soon overcome this. The decline appears to have been overdone, just as was the rise of a year, and a pronounced recovery during the next month would not be surprising. Glycerin imports of crude showed a drop of 50% in 1927 and refined about 20%. The total imports of all types in 1927 were about 22,000,000 lbs. against 38,000,000 in 1926.

COAL TAR PRODUCTS

Some shortages of crude coal-tar materials have given a firm undertone to the whole market. Some cresylic acids and crude naphthalenes are reported in small supply. Spot cresylic and naphthalene are consequently firm. Creosote oil is not in overabundant supply and producers are reported selling all they can make at the present market levels without difficulty. Tar acids oils are also in reduced supply, and prices although unchanged, reflect the smallest of general stocks.

MISCELLANEOUS PRODUCTS

The rise in pyrethrum prices during the period has been a reflection of heavy buying and somewhat of a rebound from the low figures which were in effect some time past. Spot pure powder is quoted at higher at 35c up to 37c as to seller.

...

Frank T. Robinson, for twenty-five years connected with the drug and chemical trades of the Middle West, and more recently representative of Powers-Weightman-Rosengarten Co. in that territory, has become associated with the sales department of the Monsanto Chemical Works in Chicago and will be associated there with Walter L. Filmer, Chicago manager for Monsanto.

...

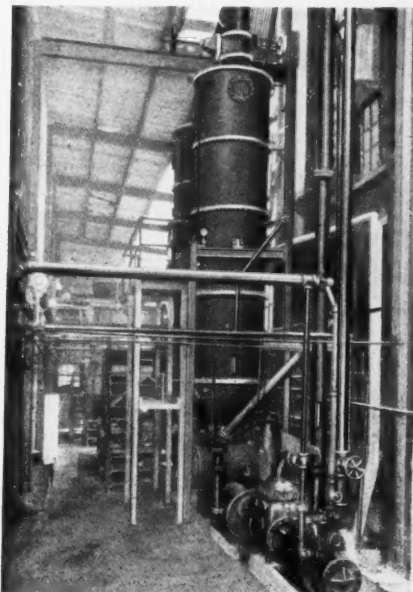
Ethylene glycol was discussed by Dr. J. G. Davidson, Carbide & Carbon Chemical Corp., New York, before the Feb. 15th meeting of the Montreal section of the Society of Chemical Industry. The position of the product, and also of its derivatives, in the chemical industry, was gone into at length.

...

J. F. Wischusen, president of the Superfos Co., New York importing house, since the firm was founded in 1920, has become associated with Harshaw, Fuller & Goodwin, Cleveland, being located at their New York office, 150 Nassau St. The Superfos Co. has moved its offices to 150 Nassau St. where its business will be carried on in an unchanged manner for the present.



Glycerine Evaporators



WURSTER & SANGER Evaporators obtain the highest yield of crude glycerine. Evaporation losses are avoided by

- 1—Proper design of calandria.
- 2—Improved circulation within the evaporator.
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- 5—Flick Separator in vapor lines.

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Old Plants Remodeled

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Crude, Dynamite and C. P. Glycerine
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Spray Process Soap Powder
Fatty Acid Distillation
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Refining of Fats and Oils
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Vegetable Oils and Chemicals for SOAP MANUFACTURE

Since 1897 Direct Importers of

Choice Green Italian Olive Oil Foots
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Caustic Potash, Electrolytic, 90/92% Guaranteed
Carbonate of Potash, Calcined, All Tests
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Saponified and distilled

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Peanut Oil
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WAXES—Japan—Carnauba—Beeswax

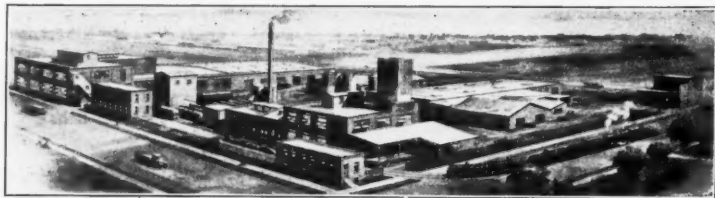
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Get our prices before buying — Spot, Future, Contract

Buy direct from the Manufacturer!



Vegetable Oils — Fatty Acids

CORN — COCONUT — COTTONSEED — PEANUT
and PALM KERNEL

There are numberless obvious advantages in buying your raw materials direct from the manufacturer. Not the least lies in our ability to handle our customers' orders promptly at all times. Over fifty years' experience in this business means that the oils and fatty acids will be right in quality and price.

What are your needs?

Barrels, Drums or Tank Cars

Spot or Shipment

C. F. SIMONIN'S SONS, INC.

Established 1876

TIOGA and BELGRADE STREETS - PHILADELPHIA

Say you saw it in SOAP

Market Report on TALLOW, GREASES AND OILS

(Written Feb. 8, 1928)

NEW YORK—Spotty business, during the closing period, coupled with a break in hog product prices, has forced most of the prominent soapmaking oils and fats to lower levels. Cottonseed, palm, coconut and palm kernel oil and tallow are all down. Olive oil foots are somewhat higher, both on spot and for shipment.

COTTONSEED OIL

Decided weakness in hog products, coupled with the substantial quantities of cottonseed oil available, particularly the former, caused a steady price decline during the last week of the period. The drop left crude oil, immediate Southeast and Valley, at $7\frac{3}{4}$ c, a full half cent under last month's closing. P. S. Y. dropped to $9\frac{1}{2}$ c, spot, ranging to 10c for Sept., also a half cent loss.

TALLOW

Heavy hog arrivals broke the tallow market late in the period. City extra, f. o. b. plant, sold at $8\frac{1}{2}$ c. Late bids at $8\frac{3}{8}$ c found no sellers. Fancy sold at $9\frac{1}{8}$ c inside. The low grades are apparently not pressing the market, but buyers have not shown much interest. The higher grades are not in plentiful supply and are moving well, but weakness in cheaper goods pulled these prices down also. French restrictions on lard importations from Germany and Holland, with the resultant possibility that U. S. exports will be lower has also had a weakening effect.

COCONUT OIL

Copra arrivals continue very short, but someone had a sizable quantity of Coast oil to move, during the last month, and prices are accordingly slightly under the last period's closing. Coast tanks are at $8\frac{1}{4}$ c, with New York tanks at $8\frac{3}{4}$ c.

Stearic Acid

*Double and Triple Pressed—
Cakes and Powder*

Especially suitable for use in the manufacture of shaving creams, textile soaps, metal polishes, textile specialties and related products.

Large production insures the uniformity of Emery stearic acid and is your guarantee that we can meet your demands for quality and service day in and day out. May we quote on your next requirements?

Red Oil

*Regular Elaine — Olive Elaine
Special Olive Elaine
Fatty Acids*

Special Olive Elaine is recommended by the N.A.D.C. for use in dry cleaning soaps. This and other grades of Emery brand red oil will improve your soaps, polishes and similar products.

These oils run absolutely uniform, with an unusually low percentage of unsaponifiable material. Shipments can be made at all times, and on short notice, from warehouse stocks located throughout the country.

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The World's Largest Manufacturers of Stearic and Oleic Acids

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Thirty-five years
experience in the de-
sign, equipment and
operation of Soap
and Glycerine Plants.

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to you?

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HIGHEST QUALITY Vegetable Oils

*Direct from
producer to you!*

Castor Oil	Peanut Oil
Cocoanut Oil	Sesame Oil
Corn Oil	Rapeseed Oil
Fatty Acids	

Boiled Down Cottonseed Soap Stock

Samples and Prices on Request

TUNLEY & CO., INC.

Produce Exchange - - New York

Telephones—Bowling Green 5070-5071

Soap Raw Materials

Olive Oil Foots
Palm Oil
Palm Kernel Oil
Olive Oil

Caustic Potash
Caustic Soda
Soda Ash
Soya Bean Oil

Coconut Oil
Tallow
Peanut Oil
Greases

Stocks at New York for Prompt Shipment

Welch, Holme & Clark Company

565 GREENWICH STREET -:- NEW YORK CITY

Say you saw it in SOAP!

The low at the Coast was 8c. Barrels are from a cent, and up, higher, according to quantity.

PALM OIL

Fair business is reported in this market and offerings are not large, but weakness in related products has made itself felt to some extent. Lagos lost $\frac{1}{8}$ c from last month's closing, being at $7\frac{7}{8}$ c spot and $7\frac{5}{8}$ c shipment, in quantity. Spot niger is at $7\frac{1}{4}$ c, inside, with shipment goods offered at 7c.

OLIVE OIL FOOTS

A temporary spot scarcity increased prices to 10c, inside. Nearby futures are at 9 $\frac{3}{8}$ c, Feb.-Mar. at 9c and Mar.-June at 8 $\frac{3}{4}$ c. This represents a gain in futures, producers having strengthened their position during the last month.

OLIVE OIL

No change in commercial goods, spot at \$1.25 a gallon and shipment inside at \$1.15.

PALM KERNEL OIL

This item is considerably lower, than at this time last month, but lower prices on competing oils and fats have restricted its sale markedly. Shipment and spot tanks are now at 8 $\frac{5}{8}$ c with packages ranging from 9c to 9 $\frac{1}{4}$ c.

For the first time since the new crop started to enter the market, crude cotton seed oil stocks

dropped, having been reduced about 7 $\frac{1}{2}$ million pounds, during December, amounting to 157,-577,576 pounds Dec. 31, 1927. This figure is only about 800,000 pounds under the Dec. 31, 1926 figure. Stocks of refined oil continued on the increase, moving up about 87 million pounds during December. Stocks totaled 502,-900,676 pounds, Dec. 31, 1927, over 170 million pounds above the amount on hand the same day in the previous year.

Smith-Weilman Co., New York olive oil foots factors, have added another department to their business, the second new addition in the past seven months. The new department will handle tallow, greases, waxes, paraffine and related products and will be under the direct supervision of M. J. McCarthy, for twelve years past associated with J. C. Francesconi & Co., New York.

Davidson Commission Co., Chicago brokers in soap raw materials, have issued a booklet giving monthly prices on tallow, greases, etc., from 1917 through 1927.

Alsop Engineering Co., 47 W. 63rd St., New York, manufacturers of liquid handling equipment, have just issued a new folder describing their "Hy-Speed" portable mixer.

WILSON BROKERAGE, INC.

"STRICTLY BROKERAGE"

Tallow - Greases - Oils

Tel.: Bowling Green 4159

429 Produce Exchange

New York, N. Y.

Vegetable Oils

Olive Oil Foots
Palm Kernel Oil

Corn Oil
Coconut Oil

Cottonseed Soap Stock
Corn Oil Soap Stock

Domestic and Oriental Soya Bean Oil

FISH OILS - GLYCERIN - VEGETABLE TALLOW

ROESLING, MONROE & CO.

25 Broadway
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"Good products demand good materials"

CAUSTIC POTASH

(Flaked, solid or liquid)

CAUSTIC SODA

(Flaked, solid or liquid)

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PLANT: Niagara Falls, N.Y.

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Pioneer
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Caustic Soda
and Bleach
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**The only concern in the United States
specializing in Italian Pumice Stone**

This statement appears in our advertisements. What it means to you:

Concentrated effort on one product for more than twenty-five years.

Continued study of the properties, uses, and adaptability of Pumice Stone, and the application of this knowledge to the service of the trade.

A modern plant furnished with the most up-to-date machinery and devices for obtaining a high quality product, insuring continued production of uniform, unchanging, evenly bolted grades.

A steady and reliable source of supply from the best mines on the island of Lipari, Italy.

Pumice stone is an important item in your manufacturing process. The wrong material can bring you considerable loss. Let us eliminate this possibility for you by supplying your factory with our pure American Ground Italian Pumice Stone.

We also carry stocks of the Italian Ground Pumice Stone in all grades.

Prices and samples will be sent on request.

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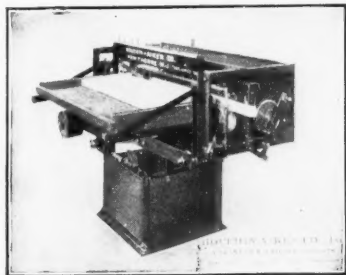
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CURRENT PRICE QUOTATIONS

Chemicals

Acetone, C. P., drums.....lb.	.13	.14	Glycerin, C. P. drums.....lb.	.17	.18
Acid, Boric, bbls.....lb.	.09	.10	Dynamite, drums.....lb.	.12	.13
Cresylic, 95%, dk., drums.....gal.	.71	.73	Saponification, tanks.....lb.	.09½	.10
97-99%, pale, drums.....gal.	.75	.77	Soap, Lye, tanks.....lb.	.08	.08½
Formic, 85%, tech.....lb.	.11	.12	Hexalin, drums.....gal.	4.75	5.00
Oxalic, bbls.....lb.	.11	.14	Iodine, resubl. jars.....lb.	4.65	4.90
Salicylic, tech.....lb.	.37	.40	Iodoform, bottles.....lb.	6.00	6.50
Sulfurous, 6% cbys.....lb.	.06	.07	Kieselguhr, bags.....ton	65.00	75.00
Adeps Lanae, hydrous, bbls.....lb.	.16	.20	Lanolin, see Adeps Lanae.		
Anhydrous, bbls.....lb.	.17	.20	Lead Acetate (Sugar Lead), white.....lb.	.15	.16
Alcohol, Ethyl, U. S. P., bbls.....gal.	2.75	3.00	Lime, live, bbls.....100 lb.	1.10	1.20
Complete Denat., No. 5, drums ext. gal.	.48	.50	Menthol cases.....lb.	4.25	4.50
Alum, potash, lump, lb.....lb.	.02¾	.03½	Synthetic.....lb.	3.25	3.50
Ammonia Water, 26 deg., drums wks. lb.	.03	.04	Mercury Bichloride, kegs.....lb.	1.65	1.80
Ammonium Carbonate, tech., bbls.....lb.	.10½	.13	Naphthalene, ref. flakes, bbls.....lb.	.05	.06
Bay Rum, Porto Rico, denat., bbls.....gal.	.80	.90	Nitrobenzene (Myrbane) drums.....lb.	.09	.12
St. Thomas, bbls.....gal.	.60	.70	Paradichlorobenzene, bbls.....lb.	.18	.20
Benzaldehyde, U. S. P., drums.....lb.	1.20	1.40	Paraformaldehyde, cases.....lb.	.43	.50
Technical.....lb.	.68	.72	Petrolatum, bbls. (as to color).....lb.	.04	.09
Bleaching, Powder, drums.....100 lb.	2.40	3.00	Phenol, (Carbolic Acid), drums.....lb.	.18	.20
Borax, pd., cryst., bbls., kgs.....lb.	.04½	.05	Pine Oil, bbls.....gal.	.72	.73
Carbon Bisulphide, drums.....lb.	.06	.07	Potash, Caustic, drums.....lb.	.07½	.07½
Carbon Tetrachloride.....lb.	.07	.08	Potassium Bichromate, casks.....lb.	.08½	.09
Caustic, see Soda Caustic, Potash Caustic			Pumice Stone, powd.....100 lb.	2.00	3.00
China Clay, filler.....ton	20.00	40.00	Rosins (600 lb. bbls. gross for net)—		
Cresol, U. S. P., carbys.....lb.	.18	.20	Grade B to H, basis 280 bbl.....bbl.	9.35	9.70
Crosette Oil, drums.....gal.	.14	.17	Grade K to N.....bbl.	9.90	10.70
Formaldehyde, bbls.....gal.	.09	.10	Grade WG and WW.....bbl.	11.60	12.40
Fullers Earth, bags.....ton	25.00	35.00	Wood, works.....bbl.	—	7.65
			Rotten Stone, powd., bbls.....lb.	.02½	.05
			Silica, Ref., floated.....ton	20.00	30.00
			Soda Ash, Contract, wks., bags.....100 lb.	1.38	1.50
			Five bbls., up, local.....100 lb.	2.29	2.50

A new automatic Cutting Machine for TOILET SOAPS



This new machine, long needed in the soap industry, automatically cuts soap into bars as it comes from the plodder, then into cakes and then pushes the cakes on to a rack or traveling belt to be taken to the press. Its speed is governed by the plodder's output.

The machine is simple in design and is easily adjusted to handle various size bars. It will cut any size cake from 1 ounce to 6 ounces. Houchin-Aiken quality, built into this equipment, means that it will last.

It will pay you to install this new machine, through the saving of the wages of at least one operator and through the increased capacity which it will give your milling plant.

You will be interested in having complete information about this absolutely new automatic cutter. Write to us.

HOUCHIN-AIKEN COMPANY - HAWTHORNE, N. J.

Makers of All Kinds and Types of

SOAP MACHINERY



Kellogg's Coconut Oil

*Is used in a large percentage of
the soap made in this country.*

Manila
Recovered (Fatty Acids)

Silver Seal Cochinchina
Edible

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STOCKS IN ALL PRINCIPAL CITIES

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Average Analysis
f.f.a. - 3.60
2.5 red - 30 yellow

Deliveries in all positions
in
BULK, TANK CARS, DRUMS and BARRELS



THE NIGER COMPANY, INC.

82 BEAVER STREET

NEW YORK

Agents for

British Oil & Cake Mills, Ltd., Hull, England

Say you saw it in SOAP!

Soda Caustic, Contract, wks. sld., 100 lb.	2.90	3.10
Five drums up, solid, local, 100 lb.	3.66	3.80
Five drums up, grnd. flk., 100 lb.	4.31	4.55
Soda Sal, bbls., 100 lb.	1.30	1.50
Soda, Sesquicarbonate, bbls., 100 lb.	3.00	3.75
Sodium Chloride (Salt), 100 ton	13.00	20.00
Sodium Fluoride, bbls., 100 lb.	.09	.10
Sodium Hydrosulphite, bbls., 100 lb.	.24	.28
Sodium Phosphate, bbls., 100 lb.	.04	.05
(Trisodium phosphate)		
Sodium Silicate, 40 deg., drum, 100 lb.	.75	1.20
Drums, 60 deg., wks., 100 lb.	1.65	1.90
In tanks, 10c less per hundred works.		
Tar Acid Oils, 15-25% gal.	.26	.30
Zinc Stearate, bbls., 100 lb.	.24	.26

Oils—Fats—Greases

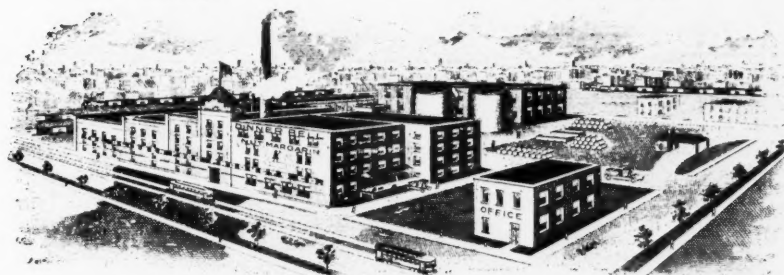
Castor, No. 1, bbls., 100 lb.	.143 1/2	.143 1/2
No. 3, bbls., 100 lb.	.13 1/4	.14 3/4
Coconut, tanks, N. Y., 100 lb.	—	.08 3/4
Tanks, Coast, 100 lb.	—	.08 1/4
Fatty acids, mill, tanks, 100 lb.	—	.07 1/4
Ced, Newfoundland, bbls., 100 gal.	.63	.65
Tanks, N. Y., 100 gal.	.61	.63
Copra, bags, Coast, 100 lb.	—	.05 3/8
Corn, ref., bbls., N. Y., 100 lb.	—	.12
Crude, tank, mills, 100 lb.	—	.09 3/4
Bbls., N. Y., 100 lb.	—	.12
Cottonseed, crude, tanks mill, 100 lb.	—	.07 3/4
PSY, 100 lb.	.09 1/2	.10
Fatty Acids, mill, bbls., 100 lb.	—	.08 3/4
Degras, Amer., bbls., 100 lb.	.04 1/2	.06
English, bbls., 100 lb.	.05 3/8	.05 3/4
German, bbls., 100 lb.	.04	.04 1/2
Neutral, bbls., 100 lb.	—	.07 3/4
Greases, choice white, bbls., N. Y., 100 lb.	.08 1/2	.10 1/2
Yellow, 100 lb.	—	.07 3/4
Brown, 100 lb.	—	.07
House, 100 lb.	—	.07 3/4
Bone Naptha, 100 lb.	—	.07
Lard, prime steam, tierces, 100 lb.	—	.12 1/4
Compound tierces, 100 lb.	—	.12 1/4

Lard Oil, edible prime, 100 lb.	—	.16
Off prime, bbls., 100 lb.	—	.16
Extra, bbls., 100 lb.	—	.13
Extra, No. 1, bbls., 100 lb.	—	.11 1/2
No. 2, bbls., 100 lb.	—	.11 1/4
Linseed, raw, bbls., spot, 100 lb.	.09 7/8	.10 3/4
Tanks, raw, 100 lb.	—	.09
Boiled, 5 bbl. lots, 100 lb.	—	.10 3/4
Menhaden, Crude, tanks, Balt., 100 gal.	—	.40
Light pressed, bbls., 100 lb.	—	.60
Yellow, bleached, bbls., 100 gal.	—	.63
Extra bleached, bbls., 100 gal.	—	.65
Oleo Oil, No. 1, bbls., N. Y., 100 lb.	—	.16 1/2
No. 2, bbls., N. Y., 100 lb.	—	.14 1/4
No. 3, bbls., N. Y., 100 lb.	—	.13 1/2
Olive, denatured, bbls., N. Y., 100 gal.	—	1.25
Shipments, 100 lb.	1.10	1.15
Foots, bbls., N. Y., 100 lb.	—	.10
Shipments, 100 lb.	.08 3/4	.09 3/8
Palm, Lagos, casks spot, 100 lb.	.07 7/8	.08 1/8
Shipments, 100 lb.	—	.07 5/8
Niger, casks, spot, 100 lb.	.07 1/4	.07 1/2
Shipments, 100 lb.	—	.07
Palm Kernel, casks, pkgs., 100 lb.	.09	.09 1/4
Tank cars, 100 lb.	—	.08 3/8
Peanut, refined, bbls., N. Y., 100 lb.	—	.13 1/2
Crude, bbls., N. Y., 100 lb.	—	.12
Red Oil, distilled, bbls., 100 lb.	.09 3/4	.10 1/4
Saponified, bbls., 100 lb.	.10	.10 1/2
Tanks, 100 lb.	—	.09 1/4
Soya Bean, crude tks., Pacific Coast, 100 lb.	—	.09 3/4
Crude, bbls., N. Y., 100 lb.	—	.12
Refined, bbls., N. Y., 100 lb.	.13	.13 1/2
Stearic Acid, 100 lb.	—	.12 3/4
Double Pressed, 100 lb.	.11 3/4	.12 3/4
Triple pressed, bgs., 100 lb.	.13 3/4	.14 3/4
Stearine oleo, bbls., 100 lb.	.09 7/8	.10
Tallow, fancy, f.o.b. plant, 100 lb.	—	.09 1/8
City, extra loose, f.o.b. plant, 100 lb.	—	.08 1/2
Tallow oils, acidless, tanks, N. Y., 100 lb.	—	.11 3/4
Bbls., c/1, N. Y., 100 lb.	—	.12
Whale, nat. winter, bbls., N. Y., 100 lb.	—	.78
Bchd., winter, bbls., N. Y., 100 gal.	—	.80
Extra blechd., bbls., N. Y., 100 gal.	—	.82

THE GLIDDEN FOOD PRODUCTS CO.

2670 Elston Ave.
Chicago

82 Wall Street
New York



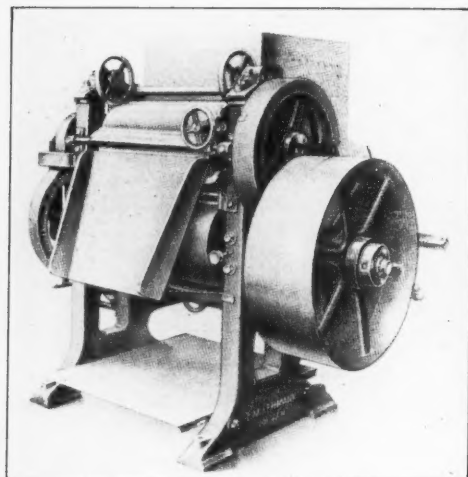
Refiners - Importers - Exporters - Dealers

COCONUT OIL, Cochin and Ceylon
COCONUT OIL FATTY ACIDS
PEANUT OIL FATTY ACIDS
CORN OIL FATTY ACIDS
CHINA CLAY

CORN OIL, Crude
PALM OIL
PALM KERNEL OIL
PURIT Decolorizing Carbon
(For bleaching Vegetable Oils, Fats & Waxes)

Write to nearest office for samples and prices.

High Production SOAP MILLS



THREE ROLLER TOILET SOAP MILL for medium and small output. About 2200 lbs. finest toilet soap in 8 hours and three passings. Rolls are hardest chilled iron, water cooled, 11"x22". Extra large feed box divided in two compartments by removable slide permits batch milling with a minimum of labor.

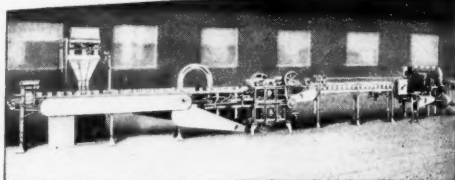
If your production in toilet soap is limited, this machine represents the best opportunity to avail yourself of the most up to date development in soap mills at moderate cost. Ask for price and specification.

Inquiries Solicited

J. M. LEHMANN CO., INC.
250 WEST BROADWAY
NEW YORK CITY

Se solicita correspondencia en español.

Net Weight Scale, Combination Top and Bottom Sealer and Wax Wrapper.



POINT 1 Fitted to Your Plant Requirements!

ENGINEERING authorities all agree that close study of packaging layout is essential to secure efficient operating conditions and low costs. They

THE 10 POINT Line 1 Fitted to Your Plant Requirements!

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also agree that conditions vary in individual plants and no general set plan can be prescribed to meet varying situations.

JOHNSON Engineers have studied packaging layout and requirements and have prescribed for hundreds of industries the world over. You can call in a JOHNSON Engineer for a survey of your packaging department at any time, without obligation.

If the JOHNSON Catalog is not in your library—it should be. A copy will be mailed free on your request.

Net Weight Scales; Gross Weight Scales; Bottom and Top Sealing and Lining Machines (with or without automatic carton feeders); Wax and Glassine Wrappers.

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NEW YORK CHICAGO
30 Church Street 208 So. La Salle St.

JOHNSON
AUTOMATIC PACKAGING MACHINERY

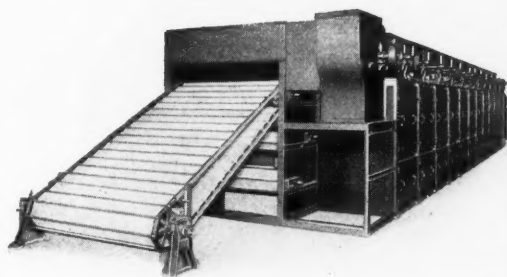
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Citronell
Java, c
Cloves, U
Copaiba
Eucalypt
Fennel,
Geranium
Bourbe
Hemlock
Lavender
Spike,
Lemon

Essential Oils

Almond, Bitter, U. S. P.lb.	2.75	3.25
Bitter, F. F. P. A.lb.	3.00	3.75
Sweet, canslb.	.80	.85
Apricot, Kernel, canslb.	.60	.62
Anise, Tech., canslb.	.56	.58
U. S. P., canslb.	.58	.60
Bay, tinslb.	1.75	1.90
Bergamot, copperslb.	5.25	5.75
Artificial, canslb.	2.50	3.50
Birch Tar, rect., bot.lb.	.55	.60
Crude, tinslb.	.18	.20
Bois de Rose, tinslb.	1.80	2.20
Cade, canslb.	.27	.29
Cajuput, native, tinslb.	.75	.80
Calamus, bot.lb.	3.25	3.50
Camphor, Sassy, drumslb.	.15½	.16
White, drums,lb.	.11½	.12
Cananga, native, tinslb.	3.25	3.35
Rectified, tinslb.	4.00	4.25
Caraway Seedlb.	1.60	1.65
Cassia, 80-85%lb.	1.35	1.45
Redistilled, U. S. P., canslb.	1.70	1.80
Cedar Leaf, tinslb.	.90	1.00
Cedar Wood, light, drumslb.	.27	.30
Citronella, Ceylon, drumslb.	.33	.35
Java, drumslb.	.43	.46
Cloves, U. S. P., canslb.	1.25	1.35
Copaibalb.	1.00	1.05
Eucalyptus, Austl., U. S. P., canslb.	.58	.60
Fennel, U. S. P., tinslb.	.80	.90
Geranium, African, canslb.	2.90	3.25
Bourbon, tinslb.	2.90	3.25
Hemlock, tinslb.	.90	1.00
Lavender, U. S. P., tinslb.	3.00	4.00
Spike, Spanish, canslb.	.90	1.25
Lemon, Ital., U. S. P.lb.	2.75	3.00

Lemongrass, native, canslb.	.90	1.00
Linaloe, Mex., caseslb.	2.00	2.10
Neroli, Bigarde, ¼ & 1 lb. bot.lb.	75.00	100.00
Petale, 1 lb. bot.lb.	100.00	125.00
Artificial, 1 lb. bot.lb.	10.00	20.00
Nutmeg, U. S. P., tinslb.	1.65	1.70
Orange, bitter, tinslb.	2.75	3.00
Sweet, W. Ind., tinslb.	2.70	2.90
Italian, cop.lb.	3.00	3.30
Distilledlb.	2.10	2.25
Origanum, cans tech.lb.	.25	.28
Patchoulilb.	8.00	9.00
Pennyroyal, dom.lb.	1.90	2.00
Importedlb.	1.45	1.60
Peppermint, nat. caseslb.	3.30	3.50
Redis, U. S. P., caseslb.	3.50	3.75
Petit Grain, S. A., tinslb.	1.60	1.70
Pinus Sylvestrislb.	.85	1.25
Pumilio, U. S. P.lb.	2.25	2.50
Rose, Frenchoz.	9.00	9.50
Bulgarianoz.	9.50	11.00
Artificialoz.	2.00	2.75
Rosemary, U. S. P., drumslb.	.48	.55
Tech., lb. tinslb.	.33	.36
Sandalwood, E. Ind., U. S. P.lb.	7.00	7.25
W. Indian (Amayris)lb.	2.25	2.40
Sassafras, U. S. P.lb.	.80	1.00
Artificiallb.	.27	.28
Spearmint, U. S. P.lb.	4.40	4.50
Sprucelb.	.90	1.00
Thyme, red, U. S. P.lb.	.75	.80
White, U. S. P.lb.	.90	.95
Tech.lb.	.60	.70
Veivert, Bourbonlb.	6.00	9.00
Javalb.	20.00	22.00
Ylang Ylang, Bourbonlb.	8.00	12.00

On drying Soap



NEXT to quality comes low price quantity production in drying chip soap. Both quality and quantity results are obtained by the use of the Sargent Three Swing Shelf Conveyor progressive

stage Chip Soap Drying Machines. These machines may be had with or without Chilling Rolls.

C. G. SARGENT'S SONS CORP.

GRANITEVILLE

MASSACHUSETTS

Merck's Methyl Salicylate

You know the reputation of Merck's Standard Chemicals. In the manufacture of soaps, or for any purpose for which Methyl Salicylate is employed—*use Merck's*

MERCK & CO.

INC.

MANUFACTURING CHEMISTS

Philadelphia

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RAHWAY, N. J.

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An inexpensive perfume for
Soaps - Sprays - Deodorants, etc.

TERPINEOL, C. P.

*Made by one of the oldest German
manufacturers of chemicals*

Schering-Kahlbaum, A.G., Berlin

*Get our samples and prices before you place
your next order. Stocks carried in New York.*

Sole U. S. Agents

C. B. PETERS COMPANY, Inc.

110 WILLIAM STREET

NEW YORK

Say you saw it in SOAP!

Anethol
Citral
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Eucalyptol
Eugenol
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Import
Iso-Eugenol
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Rhodinol
Safrol
Thymol

Acetophen
Benzaldehy
Benzyl Al
Alcohol
Benzozat
Citronello
Citronelly
Coumarin
Diphenyl
Geranyl A
tropi
oxyce
adul, C
Ionone
Linalyl A
Menthyl
Methyl A
Anthrac
Paracres
Salicyla

Aromatic Chemicals**ISOLATES**

Anethol	lb.	1.10	1.25
Citral	lb.	2.75	3.00
Citronellal	lb.	3.00	3.25
Eucalyptol, U. S. P.	lb.	.90	.95
Eugenol, U. S. P.	lb.	2.75	3.00
Geraniol, Domestic	lb.	2.25	3.50
Imported	lb.	2.50	3.75
Iso-Eugenol	lb.	3.75	3.90
Linalcol	lb.	4.00	5.00
Rhodinol	lb.	10.00	15.00
Safrol	lb.	.29	.31
Thymol, U. S. P.	lb.	2.70	2.50

SYNTHETICS

Acetophenone, C. P.	lb.	3.00	3.75
Benzaldehyde, tech.	lb.	.65	.70
Benzyl Acetate	lb.	1.35	1.50
Alcohol	lb.	1.25	1.50
Benzoate	lb.	1.10	1.25
Citronellol	lb.	4.00	5.00
Citronellyl Acetate	lb.	13.00	14.00
Coumarin	lb.	3.60	3.75
Diphenyl oxide	lb.	.90	1.00
Geranyl Acetate	lb.	3.50	4.00
tropin, dom.	lb.	1.75	2.00
oxy citronellal	lb.	10.00	11.00
linal, CP	oz.	6.00	6.50
Ionone	lb.	5.00	9.00
Linalyl Acetate	lb.	3.50	7.50
Menthyl	lb.	3.25	3.50
Methyl Acetophenone	lb.	3.75	4.25
Anthranilate	lb.	2.50	3.25
Paracresol	lb.	8.00	9.00
Salicylate, U. S. P.	lb.	.40	.45

Mirbane, rect.	lb.	.11	.15
Musk Ambrette	lb.	6.50	7.00
Ketone	lb.	7.00	10.00
Xylene	lb.	2.50	2.75
Phenylacetaldehyde	lb.	5.00	8.00
Phenylacetic Acid, 1 lb. bot.	lb.	3.00	4.00
Phenylethyl Alcohol, 1 lb. bot.	lb.	4.50	6.50
Rhodinol	lb.	9.00	12.00
Terpinyl Acetate, 25 lb. cans	lb.	1.00	1.25
Terpeneol, CP, 1,000 lb. drs.	lb.	.34	.36
Cans	lb.	.36	.38
Vanillin, U. S. P.	lb.	7.50	8.00
Yara Yara	lb.	1.50	2.50

Miscellaneous

Insect Powder, bbls.	lb.	.35	.37
Concentrated Extract	gal.	2.25	2.50
Gums—			
Arabic, Amb. Sts.	lb.	.11	.12
White, powdered	lb.	.19	.20
Karaya	lb.	.10	.15
Tragacanth, Aleppo, No. 1	lb.	1.55	1.65
Sorts	lb.	.50	.60
Turkish, No. 1	lb.	1.20	1.30
Waxes—			
Bayberry, bgs.	lb.	.25	.27
Bees, white	lb.	.51	.53
African, bgs.	lb.	.38	.40
Refined, yel.	lb.	.42	.44
Candelilla, bgs.	lb.	.28	.30
Carnauba, No. 1	lb.	.55	.58
No. 2, Yel.	lb.	.50	.52
No. 3, Chalky	lb.	.30	.31
Japan, cases	lb.	.19	.20
Paraffin, ref. 125-130	lb.	.05	.06
Pine Oil, stum. dist.	gal.	.72	.75
Tar Oil, bbls. dist.	gal.	.50	.55
Commercial grade	gal.	.32	.40

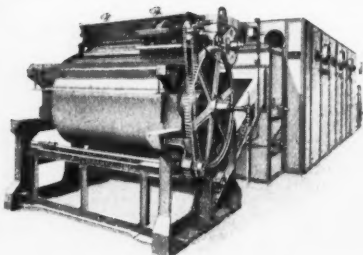
CITRONELLAL

for Soap

*Cheaper than Citronella Java
Goes Farther*

A. M. TODD COMPANY
KALAMAZOO MICHIGAN

BUSINESS ESTABLISHED IN 1869

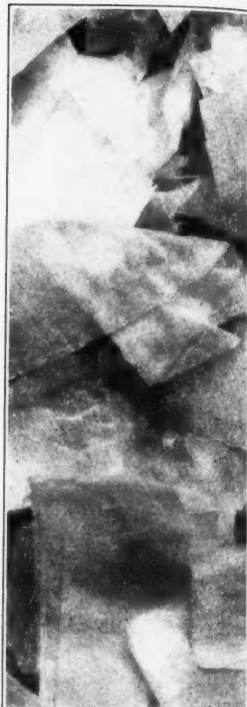


THIN CHIPS!

This new Proctor Dryer produces Soap Chips of transparent thinness—exactly the kind now in popular demand for package laundry soap—also the chip that can be produced most efficiently in making cake toilet soap.

New throughout—new chilling rolls—new dryer, this machine not only produces the most satisfactory soap chip, but it excels in high capacity, saving of floor space, reduced steam consumption, low cost of operation. Write.

PROCTOR & SCHWARTZ, Inc.
PHILADELPHIA



Wrapping Machinery

for

TOILET SOAP
GUEST CAKES

LAUNDRY SOAP
SOAP POWDER

TOILET PREPARATIONS

A QUARTER century of experience in solving soap wrapping problems is at your disposal here. Consult with us before you definitely decide on shapes and sizes when preparing new products for the market. Our experience will save you a considerable amount of time and money. We will gladly cooperate without obligation.

FERGUSON & HAAS, INC.

515 GREENWICH STREET

NEW YORK

Toilet Soap Exports Up in Nov.

Toilet soaps were exported from the United States in sharply increased quantities in November, shipments having totaled 827,792 pounds, valued at \$266,313, 50,000 pounds and \$55,000 ahead of the October figures. Exports of laundry and miscellaneous soaps dropped however, the former decreasing 720,000 pounds and \$65,000 to 4,485,539 pounds, valued at \$303,200. Other soaps dropped 220,000 pounds, to 1,009,862 pounds, but increased in value about \$1,500, to \$107,665. This leaves November about equal to October in values, but considerably lower in tonnage.

Toilet Soap

Total Exports	827,792	\$266,313
British India	99,245	32,144
Philippines	96,889	18,385
Sweden	92,711	22,831
Denmark	92,090	26,495

Laundry Soap

Total Exports	4,485,838	\$303,200
Philippines	1,542,447	88,132
Canada	725,552	54,950
Haiti	502,720	39,143

Other Soaps

Total Exports	1,009,862	\$107,665
United Kingdom	252,629	14,112
Canada	105,440	12,458
Argentina	102,477	14,591

British India continued to buy more toilet soap from American manufacturers, than any other country, and even increased her purchases over the previous month. Most of the sharp jump in toilet soap exports, however, was registered in the unusually high shipments to the Philippines, Sweden and Denmark. The same three countries bought large quantities of laundry soap, in November, as in the previous month, the position of the leading two, however, having been reversed. Canada took materially less laundry soap and the Philippines a great deal more, the loss between these two, having accounted for about half of the group decline. In miscellaneous soaps, the three October leaders, United Kingdom, Cuba and Australia, bought almost 400,000 pounds less soap in November, the sharp increase in shipments to Argentina and small gains in exports to minor foreign consumers having kept the group loss down to only 220,000 pounds.

Alaska, Porto Rico and Hawaii, not taken into consideration in any of the above totals, bought about \$27,000 worth of toilet soap, the tonnage amounting to 90,000 pounds, practically the same as in the previous month. Other soaps, to the amount of 2,495,000 pounds, valued at about \$150,000, were also bought by the same territories.

Imported Chlorophyll

(Oil, Alcohol, Water and Alcohol Soluble)

Chlorophyll is exceedingly light proof and alkali proof. It is used for bleaching yellowish oils and soaps, and for coloring vegetable oils such as cottonseed, linseed, olive oils and mineral oils; wax preparations, candles and petrolatum. Chlorophyll is used for coloring where for sanitary or other reasons an aniline dye is unsuitable. Send for free samples.

Terpineol C. P.

(Water White and Water Free)

Lienau & Company is known as the oldest and largest European manufacturer of this perfume base. As a result of many years of research they have been successful in eliminating all by-odors without sacrificing any of the true odor strength. A chemical analysis of Lienau's Terpineol shows that: the "specific gravity" is 0.936—0.938 at 15° C. "Boiling Point" commences at 216° C., mostly boils between 216° and 218° C., and 96 to 98 per cent between 216° and 221° C.

Manufactured by

LIENAU & COMPANY, UERDINGEN, GERMANY

Pfaltz & Bauer, Inc.
300 PEARL STREET-NEW YORK

Branches:

Chicago
217 E. Illinois Street

Montreal, Canada
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Palm Oil

Softs — Mediums — Hards

Bulk and Packages

Direct importations from
our own Produce Sta-
tions in the Oil Palm
Districts of West Africa.

Palm Kernel Oil

Crushed and Extracted

Bulk and Packages

Rice Oil - Sheanut Oil
Sun Flower Oil
Soya Bean Oil
Sesame Oil

Importers of Sumatra and Malay Palm Oil

AFRICAN & EASTERN TRADING CO., INC.

8-10 Bridge Street

New York City

Trageser Steel Drums— *are built to last!*



THEY make ideal containers for liquid soaps, disinfectants, cleaning preparations, essential oils, vegetable oils and other liquid products.

30 - 55 - 110 GALLON SIZES
BLACK - GALVANIZED - TINNED

*We also make Removable Head Drums and Steel
Nesting Cans For Semi-Liquid or Paste Products*

JOHN TRAGESER STEAM COPPER WORKS

GRAND STREET

MASPETH, L. I., N. Y.

Say you saw it in SOAP!

Window Displays in Merchandising

(From Page 25)

6,000,000 circulation as against \$8000 for 24,000,000 circulation or four times as much for an equal expenditure (2400 displays, 1000 circulation per day for ten days). Discount these figures as you will by granting that the same person may pass the store more than once in ten days and you still have such a preponderance of circulation that if it could be sold on the "audited" basis, would be worth a small fortune to the store.

When it is considered that store window circulation as compared to other advertising circulations, is really free to the manufacturers who use it, the subject has another aspect. Where space in published media is purchased, art work, lay-outs, cuts, extra colors, and what not, are all extra over and above the price of the space used. These extra costs in reality constitute a figure at least equal to the cost of the average conventional window display designed for equivalent circulation. The advertiser in the publication pays four or five dollars per thousand for his circulation alone. In

window display advertising, he actually pays nothing for his readers.

In the March issue of SOAP, Mr. Jackson will conclude his article on this subject with a discussion of examples of types of window displays, and an application of the subject to soap, fly spray, and allied manufacturers.—The Editors.

Modern Cost Finding Methods

(From Page 32)

Gross sales are not so much as you are apt to estimate them at first blush. You should make a profit on every individual transaction, unless some strategic sales policy enters into a situation making it advisable to sell at a loss. But then you will be doing it knowingly. And even then you will set for yourself a danger line below which even a sales policy will not let you go.

Liquid and powdered soap dispensers are wanted by a Swedish firm. Interested parties should communicate with the Swedish Chamber of Commerce of the U.S.A., 25 Beaver st., New York, mentioning Ref. 357.



Barrels That Cut Shipping Costs

Hackney Removable Head Barrels are everywhere cutting shipping costs for users. They are absolutely liquid tight. Their seamless construction provides the sturdy strength that defies rough usage—

makes them capable of going trip after trip without a repair. And these things make for lower shipping costs. A card will bring you more complete information.

PRESSED STEEL
TANK COMPANY
5739 Greenfield Ave.
Milwaukee, Wis.

1159 Continental Bank Bldg.,
Chicago

Hackney
MILWAUKEE

1335 Vanderbilt Con. Bldg.
New York

PUMICE

Special inducements to Carload
and Contract Buyers.

Ask for our booklet giving data on
other materials for soapmakers.

HAMMILL & GILLESPIE, Inc.

225 Broadway
NEW YORK

Can you supply **Private Label Soaps**

or

*liquid soaps, disinfectants,
insecticides, polishes, etc.*



THERE is a real market among the readers of SOAP for all kinds of bulk and private label soaps, liquid soaps, disinfectants, deodorants, cleaning preparations, polishes, fly sprays, insecticides, etc.

MANY companies are not in a position to manufacture each and every product which goes to make up their complete line. Products not manufactured are quite naturally bought in the trade. Then, there are other manufacturers looking to expand their

lines without increasing their manufacturing facilities. Are you in a position to handle this kind of business in your specialties?

IF YOU do or can manufacture any of these products in a large way and desire to dispose of a portion of your output to be sold to other manufacturers and distributors, to be marketed under private brand or for repacking, it will pay you to apprise the trade of this fact through the advertising pages of SOAP.



*Write to the Advertising Department of SOAP,
136 Liberty St., New York, for further information.*

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Edward Mallinckrodt, chairman of the board of directors of the Mallinckrodt Chemical Works, St. Louis, medicinal chemical manufacturers, died suddenly at his St. Louis home, Feb. 1. He had been ill only a week, pneumonia, following an attack of heart weakness and high blood pressure, having caused his death. Mr. Mallinckrodt, who was 83 years old at the time of his death, founded the Mallinckrodt firm, in company with two brothers, Otto and Gustavus, in 1867, following a period of studying chemistry in Germany. The present factory stands on part of the old Mallinckrodt farm, where Mr. Mallinckrodt was born, he having reached an early decision to adopt chemistry as a profession instead of following in his father's footsteps as a farmer.

British Soap Exports Decline

Britain exported less soap in November than in the previous month, following a steady month to month gain since late in the summer. Shipments reached 124,720 cwts., valued at £240,223, 15,000 cwts. and almost £100,000 under the figures reported for October. Toilet and shaving soap exports showed a slight gain, to 7,846 cwts., valued at £64,144, the loss having occurred in other hard bar soaps. Imports of soap were again lower, November figures having been 20,103 cwts. and £51,330, only a negligible quantity of which was re-exported. Toilet and shaving soap imports accounted for the decline, dropping about 3,500 cwts. and £15,000, from October, to 3,267 cwts. and £21,246.

Philadelphia Quartz Co. held its annual get-together dinner on January 24 at the Down Town Club, Philadelphia. Over 100 attended the meeting and dinner which was presided over by President William T. Elkinton. During the dinner, Mr. Elkinton announced the appointments of J. Passmore Elkinton as director of sales, Edwin A. Russell as sales manager, and Carl F. Wolcott as field assistant sales manager.

Senator Eugene Charabot, head of Charabot & Co., Grasse, France, was host recently to Monsieur Painleve, French Minister of War, and Marshal Petain when the latter visited Cannes and the flower and essential oil producing regions of Southern France. Dr. Charabot represents the Alpes-Maritime district in the French Senate. Ungerer & Co., New York are American representatives of the Senator's company.

You Can Filter LIQUID SOAP Crystal Clear



Electric Internal
Pressure Filter—
Cap. up to 300
gallons an hour

The New
HY-SPEED
Filter Does it
without
trouble or
work!

Connects to light socket—pumps the liquid out of tanks, through the filter and into barrels or cans—filtered crystal clear—no experience required—no loss of liquid—cleaned in three minutes.

Write for Catalog SF3

ALSOP ENGINEERING CO.

47 W. 63rd Street

New York

Filters, Mixers, Pumps, Bottle Fillers, Tanks, etc.



Amarette

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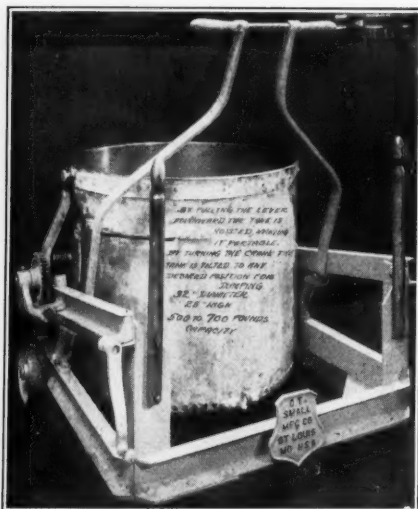
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The glass bowl holds enough powdered soap for from 250 to 300 hand washes, with a nickel plated, attractively designed base containing five compartments. Each compartment holds just enough soap for a good hand wash. A plunger discharges the contents of one of these sections and fills an empty one at the same time. Inside the bowl is an agitator which keeps the soap in motion. The dispenser is about six inches high and the diameter is four inches.

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LOS ANGELES, CAL.



INSECTICIDE AND DISINFECTANT SECTION

Official Publication of *The Insecticide and Disinfectant Manufacturers Association*.
Harry W. Cole, Holbrook, Mass., Secretary.

Putting the House in Order

FOR both manufacturers of disinfectants and insecticides, the addresses of Dr. Robert C. White, and Peter Dougan of Merck & Co. before the recent convention in New York, should carry a genuine message. That conditions in the disinfectant business over the past few years have improved, is granted. They are still far from being close to the ideal of perfection. In the insecticide field, especially liquid insecticides, conditions have become progressively worse for two years past. Now, with much higher prices for pyrethrum and a rising market as well, it is not difficult to imagine what can happen. Both men urged the industries to halt for a moment and view the scene, and then get busy *at once* to put their houses in order.

Every change and trend in modern life makes toward the greater sale of disinfectants and other products of sanitation. Our objection to bad odors, our demands for cleanliness, our germ consciousness, all have opened the doors wide for sharply increased sales of these products. But, the sales have not increased in proportion to the existing opportunities. The market has grown away from the manufacturers, especially the old line manufacturers who apparently do not perceive that a marked change has taken place in basic conditions. As Mr. Dougan sees it, the industry has fumbled its sales opportunity badly. Now is the time to take stock and arrange *as an industry* to get that increased business which might be had by going after it.

The insecticide problem, although different, is likewise one of putting the house in order. Poor quality insecticides, some of them purposely so and others merely products of ignorance, are jeopardizing the insecticide business. Dr. White does not mince words. He calls on the insecticide manufacturer to put his house in order before the Government does it for him. He urges the Association to adopt strict standards of quality, the first steps toward which have already been taken. Insecticides which will not kill insects have no place on the

market, and if Dr. White's ideas are carried out, they will not remain on the market. If set standards are not met, the products should fall in the same class as adulterated foods or drugs. There are assurances from Washington that the days of the poor grade insecticide are numbered. Let us hope so, but in the meantime, put our houses in order so that drastic governmental action shall never be a hardship, or even a necessity.

Out in Old Ohio

INSECT powder can be sold only by registered pharmacists in the state of Ohio according to the latest interpretation of the pharmacy law of that state. When this ruling became known, the Secretary of the *Insecticide & Disinfectant Manufacturers Association* immediately got in touch with the powers that be out in Ohio and told them the truth about insect powder, or plain, ordinary, every-day pyrethrum. He told them that it is non-poisonous and without the slightest hazard of any kind either in handling or using. Nevertheless, the authorities were adamant. They reaffirmed their decision. Insect powder is insect powder, and according to a strict interpretation of the law, cannot be sold by any but registered pharmacists. Thus it stands.

For those who sell liquid insecticides which are sprayed, the way is clear. These do not have to be sold through professional channels. Insect powder only is under the ban. Whether it be insect powder in green cans or red cans, the buckeye druggists have been granted a monopoly. Perhaps, some gifted individual from the industry can impress upon the Board of Pharmacy the humor of the situation—perhaps, they can show them that there is a greater risk in the sale of safety razor blades, or canned peas, or what not, than in insect powder. Especially some of the insect powder when it reaches retail channels in this present wise age!

There seems to be only one thing to do—go right ahead selling as in the past. Some retailer will be taken up for a heinous violation of the pharmacy law, and then, some Ohio mem-

ber of the Association or its representative might undertake to steer him through the courts. This appears to be the only way to meet one of the most nonsensical and ridiculous rulings in some years.

Notes of the Industry

Hudson Mfg. Co., Minneapolis, Minn., manufacturers of sprayers have developed and are now marketing a new type of sprayer suitable for handling disinfectants, insecticides, etc. The equipment is a power sprayer, deriving its power from any standard make of vacuum cleaner. It retails at \$5.00.

Karl Kiefer Machine Co., Cincinnati, manufacturers of various types of liquid packaging machinery, issued another number of their house organ, *The Superintendent*, early last month. The publication contained several articles of general trade interest, news notes, records of recent installations of Kiefer machinery and information about some of the company's equipment.

Continental Can Co., manufacturers of cans and sprayers, with offices in Chicago, Detroit and New York and with factories in various sections of the country, have taken over the Passaic Metal Ware Co., Passaic, N. J., who have, in the past specialized particularly in the production of highly decorated metal containers.

Schering-Kahlbaum, A.G., Berlin, Germany, manufacturers of terpineol and other chemical products, who are represented in this country by C. B. Peters & Co., New York, glycerin importers and brokers, was formed, last Fall, through a combination of Chemische Fabrik auf Actien, formerly E. Schering, and C. A. F. Kahlbaum Chemische Fabrik.

O. S. Doolittle, until a few months ago sales manager for Somet-Solvay Co., has joined the American Fluoride Corp., New York makers of fluorides, as vice-president. Dr. Julius Jungmann is president of the firm, which is now located at 590 Washington St.

B. J. Gogarty, for the past twelve years associated with J. L. Hopkins & Co., New York crude drug house, has joined the metropolitan sales staff of The Rossville Co., alcohol manufacturers.

John Powell & Co., New York, are now United States sales agents for the deodorizing compound Vioflor, manufactured in London by Crepin & Doumin, Ltd. The product is designed for deodorizing insecticide solvents, turpentine substitute, soaps, polishes, and allied products. It is claimed by the makers that the material deodorizes permanently, will not evaporate, and costs less than covering agents.

J. W. Ellis, president of the Chemical Supply Co., Cleveland, manufacturers of disinfectants, soaps, household insecticides, etc., for the jobbing trade, sailed from New York, Jan. 14, on the *Laconia*, bound for a four months' cruise to Africa and Southern European countries.

S. B. Penick, head of S. B. Penick Co., New York crude drug millers and dealers, has been re-elected chairman of the Drug Trade Section of the New York Board of Trade and Transportation. P. C. Magnus, president of Magnus, Mabee & Reynard, New York essential oil house, was named chairman of the executive committee.

King & Howe, New York crude drug merchants and specialists in handling pyrethrum products, moved to larger offices, at 11 Cliff St., early this month. E. C. Osborne, formerly with the agent for the National Drug & Chemical Co., joined the King & Howe organization Feb. 1.

Charles P. McCormick of McCormick & Co., Baltimore, returned Feb. 15 from a ten day trip to Havana, Cuba.

P. R. Dreyer has incorporated his perfuming material business, conducted at 26 Cliff St., New York, under the firm name, P. R. Dreyer, Inc. Mr. Dreyer is president of the company. Frederick C. Thiele, vice-president, Ernest R. Vetterlein, treasurer and Orin C. Isbell, secretary. The business was established over six years ago, having been moved to larger quarters two times during the period, its growth having been remarkable, considering general conditions in the trade. In addition to manufacturing a complete line of perfume compounds, the firm of P. R. Dreyer, Inc. will continue to represent several foreign manufacturers of natural and artificial perfuming products. These companies include Bertrand Freres, natural flower products, Vanillin Fabrik, aromatic chemicals, H. Raab & Co., artificial musks, Nord African Commercial, oil geranium and Paolo Vilardi, oils lemon, orange and bergamot.

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Recent Developments in Disinfectants

A Summary of New Products and Technology in the Literature of the Past Year or So

BY WILLIAM H. GESELL
Vice-president, Lehn & Fink, Inc.

(Before 14th Annual Meeting, Insecticide & Disinfectant Mfrs. Assn.)



PROGRESS in the realm of disinfectants depends not only upon the invention of new chemicals but also upon the processes of testing these new substances and of applying them in such manner that the optimal results are obtained under practical conditions. This year some papers of fundamental importance have been published, which indicate more and more clearly the difficulty of a uniform standardization of testing methods which would allow a just and direct comparison of disinfectants of various chemical types with each other. In this connection, attention should be paid to a paper by Weyrauch which gives a comparative determination of the germicidal efficacy of various disinfectants carried out by different methods. New data have also been published on the relationship between the hydrogen ion concentration and the germicidal action of some substances.

H Ion and Disinfecting Action

SOAPS—A paper on the subject of the influence of hydrogen ion concentration upon the germicidal action of soaps has been published by Eggerth. The germicidal action of soap is greatly influenced by the pH and this influence manifests itself differently in soaps prepared from the various fatty acids. Thus, soaps containing the lower fatty acids show the maximum germicidal activity when the reaction of the soap solution is acid, whereas soaps containing higher fatty acids show a higher germicidal effect when the reaction is alkaline. The turning point is not a general constant, but depends upon the specific micro-organism tested. There are various factors which probably cause this phenomenon. One important factor is the surface tension. Another factor is the distribution coefficient between the aqueous phase and the bacterial substance. It is clear that the distribution coefficient depends directly upon the hydrogen ion concentration.

ALKALIES—But, even when no appreciable differences of the surface tension are ex-

pected, the hydrogen ion concentration is by no means the only factor of the germicidal action. This has been shown clearly by Levine, Peterson and Buchanan, since sodium hydroxide, sodium carbonate and sodium phosphate solutions, having the same hydrogen ion concentration, did not show the same germicidal action. In every individual case, however, a direct relation between the hydrogen ion concentration and germicidal action has been observed.

SURFACE TENSION—The importance of surface tension or disinfection in the case of soaps has been stressed by me before. Some interesting data have been obtained by V. Leonard on disinfecting solutions without soap. Generally it is desired to keep the surface tension of the disinfecting solution as low as possible, provided that the depression of the surface tension in itself does not influence deleteriously the disinfectant substance which is dissolved or suspended in this solution. It is generally characteristic of solutions of low surface tensions that the concentration of the solution in the proximity of a solid phase is higher than throughout the rest of the solution. Bacteria suspended in a liquid can be regarded as places of inhomogeneity; therefore, in disinfectant solutions possessing a low surface tension, an accumulation of the disinfectant takes place in the vicinity of the bacterial body. The germicidal action of a dissolved or suspended substance may be therefore greatly influenced by the solvent, more specifically by its surface tension.

As a result of this, Leonard showed that hexyl resorcinol develops a strong germicidal action in a glycerin-water mixture, the surface tension of which has been reduced to 37 dynes, whereas the surface tension of water itself is 77 dynes. The application of a disinfectant, the so-called 'TS 37' which represents a solution of hexyl resorcinol in a glycerin-water mixture possessing the surface tension of 37 dynes, may become of importance for general use.

Important to Manufacturers of Soluble Disinfectants

Because of its clean piney odor, manufacturers of soluble disinfectants adopted Hercules Steam-distilled Pine Oil as a standard ingredient even before its full value for this purpose was realized.

Recent investigations and laboratory tests have proved that this product has a far wider range of usefulness in disinfectants than the imparting of a pleasant cleanly odor. It has been found effective at the correct dilution in killing *Streptococcus viridans*, *Streptococcus hemolyticus*, *Streptococcus non-hemolyticus*, *pneumococcus* Type 2, *Bacillus diptheriae*, *Bacillus dysenteriae*, *Bacillus enteritidis*, *Bacillus para-typhosus* A, *Bacillus paratyphosus* B, *Bacillus Coli*, and *cholera vibrio*.

There is a clear indication that Hercules Steam-distilled Pine Oil is equally effective against other harmful bacilli. Only time and further research that is being carried on by the Hercules Powder Company and in the laboratories of disinfectant manufacturers will bring out the full value of this product.

The use of soluble disinfectants is increasing. The supply of Hercules Pine Oil is constant and will be increased to keep pace with the demand.

Samples gladly furnished for tests by interested manufacturers.

HERCULES POWDER COMPANY (INCORPORATED)

961 Market Street, Wilmington, Delaware

Largest producers of pine oil and wood rosin in the world



HERCULES POWDER COMPANY

961 Market Street
Wilmington, Delaware

Please send me a test sample of Hercules Pine Oil.

Name

Company

Street

City State

Say you saw it in SOAP!

The high germicidal efficacy of hexyl resorcinol and its low toxicity are well known and do not need to be dealt with further.

Germicidal Action of Alcohols

THE subject of the relationship between the disinfectant action of aliphatic and aromatic alcohol has been dealt with by Tilley and Schaffer. These authors find that in the case of aliphatic alcohols the disinfecting action depends directly upon the length of the aliphatic chain, the higher alcohols being more active than the lower ones. This regularity has been observed with a number of alcohols and the progressive series has been interrupted only by the insolubility which is characteristic of the alcohols with long chains. The influence of isomerism has also been investigated and it was found that the primary alcohols are more active than the secondary ones and those more than the tertiary. It is perhaps of interest in this connection to point out the paper of Spranger who mentions that isopropyl alcohol can be used like ethyl alcohol for disinfecting purposes.

Another interesting finding made by Tilley and Schaffer was the constancy of the ratio of the molecular phenol coefficient. The latter is obtained by multiplying the molecular weight of the substance with the phenol coefficient and dividing by the molecular weight of phenol. This indicates a direct relationship between the chemical constitution and germicidal action in the case of aliphatic alcohols.

The same authors studied also the influence of alkylation of phenol and resorcinol upon the germicidal action. A large number of substances have been investigated. Although it was known before that alkyl phenol derivatives have a higher phenol coefficient than carboic acid and that the introduction of alkyl and aryl groups into resorcinol increases their germicidal action very considerably, still a systematic study on a large scale has not been carried out. A number of substances, homologs of both phenol and resorcinol, have been prepared. Some of them show an enormous germicidal activity against bacillus typhosis and staphylococcus aureus.

A very important finding was made which shows the variation in the resistance of various strains of one definite micro-organism against disinfectants. Interestingly this resistance also depends upon the disinfectant tested. The following example may be cited: Primary alcohols from amyl or octyl alcohol, tested against several strains of bacillus typhosis showed practically the identical phenol coefficients. Phenol homologs, from cresol to

butyl phenol, behave similarly; however, the phenol coefficient of amyl phenol against one strain is approximately 5 times higher than against another strain. Still more striking is the case of hexyl phenol which shows a phenol coefficient of as high as 500 against one strain of bacillus typhosis, whereas a saturated hexa phenol solution failed to kill another strain of the test organism in fifteen minutes. Similar results have been observed on derivatives of resorcinol. It seems that more consistent figures can be had with staphylococcus aureus.

The paper also stresses the importance of the presence of even small quantities of impurities which in some cases are responsible for the high germicidal effect observed. On the other hand, a purification of other compounds leads to higher phenol coefficient figures than observed by previous investigators who apparently did not use the chemicals in their highest purity.

In contrast to Leonard, it has been observed that the maximum germicidal effect in the series of homologs alkyl resorcinol, is not obtained with hexyl resorcinol, since heptyl, octyl and nonyl resorcinol are much more germicidally active than hexyl resorcinol. In addition to these compounds, hexa-hydro-phenols (cyclohexanols) and homologs have been investigated.

Halogen Phenol Homologs

RECENTLY chloro-thymol has been mentioned in the newspapers as possessing extraordinary disinfecting properties. This can be regarded as a sub-problem of the general question of the influence of introduction of halogen atoms into the nucleus of phenols upon their germicidal efficacy. It has long been known that halogenation of phenols considerably increases their germicidal effect. Back in 1890, a mixture of halogenated tar acids with soap solutions was mentioned in the chemical literature. Later definite individual chemical compounds (chloro and bromo phenols, cresols and xylenols) have been introduced and a large number of preparations have been placed on the market which contain these substances as active disinfectant ingredients. In this connection, attention may also be called to a paper by Curtain and Gogert, who found that chlorination of the phenolic part of coal-tar leads to substances of a high fungicidal effect.

The phenol coefficient of thymol as given in the literature is from 20 to 30 and it was to be expected that a chlorination of thymol will produce a compound possessing a considerably

(Continued on Page 109)

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Urgent Need for Insecticide Standards

Fake and Poor Quality Insecticides Jeopardizing the Industry and Should Be Regulated by Set Standards

BY DR. ROBERT C. WHITE
President, Robert C. White Chemical Co.

(Before the 14th Annual Meeting, Insecticide & Disinfectant Mfrs. Assn.)

AT THE last mid-summer meeting held in Chicago, the writer of this paper endeavored to bring forcibly before this body the very grave danger attending the tendency of many different manufacturers to place before the American public a wide range of products of the insecticide type varying greatly in quality. A notable thing was that a number of men attending that meeting stated that while not at all interested in insecticides and some of them interested exclusively in disinfectants, they felt that an exactly similar condition attended their field of endeavor to place before the American buying public disinfectants of a worth while type.

The writer wishes in no wise to pose as an alarmist, but five months more have rolled by. A number of letters have been received by him. Dealers and distributors in forty of the more important towns east of the Mississippi have been interviewed and after deep consideration, the reader would amend his original title of "Quality in Insecticides" to read "The Urgent and Imperative Need for Quality in Insecticides."

AS TIME progresses and this most recent form of insect exterminator is brought daily more forcibly before the public, even to the slowest of us in mental movement must appear the glaring need for either an improvement or an elimination of many of the so-called insecticides which have developed almost overnight. To one intimately associated with the activity of pyrethrum in certain directions, with the solvent properties of certain extractives and with the physical manipulation of extracting methods, it must appear an astounding thing that an enormous amount of capital and human energy should be expended in the production of such a nondescript number of semi and almost worthless so-called insect sprays.

It is all very well to state that the Government should use protective methods for the safety of the gullible public. This, of course, is in perfect accord, with our present day tendency to look to the Government for paternalism in all things involved if at all attending our

pursuit of life, liberty and happiness. But, is it not a frightful condemnation of our principles as individual manufacturers that we have to turn to the Government, to in turn have them tell us what is just and equitable as regarding the products we sell the American people? How far have we fallen in the scale of honorable dealing, when we must foist off on a Government Department the need for telling us what we must do in order to sell an honestly made product which in turn will honestly accomplish what we as manufacturers claim it will do?

The Government has thus far dealt very leniently in the field of household insecticides or perhaps we had better say they have dealt not at all. But like the voice of old crying in the wilderness, the writer would like solemnly to *warn* that sometime soon it will be necessary for the Government to place certain bars and restrictions on the manufacturers of this type of product for the protection of its citizens.

LET US analyze this situation. The Government makes the laws in accord with the will of the people. Weekly and daily the cost of government increases astoundingly, largely for the need of keeping its citizens honest. Why should we as representative manufacturers stand idly by waiting for the Government to set a standard of what may or what may not be a good insecticide?

Any manufacturer engaging in the making of an insecticide should know what constitutes one of quality or he should not be in that business. If he knows what constitutes quality and he then places on the market a product possessing lack of that quality, his act is absolutely dishonest. All logical business men agree that a business proposition which is neither honest nor right cannot long survive. Knowing this full well, we of this Association who are making honest products should not sit idly by until our products as a class are so discredited in the eyes of the public that the Government must step in in order to regulate the very industry which we originated.

As stated previously, it is the writer's opinion

THE WHITE TAR COMPANY

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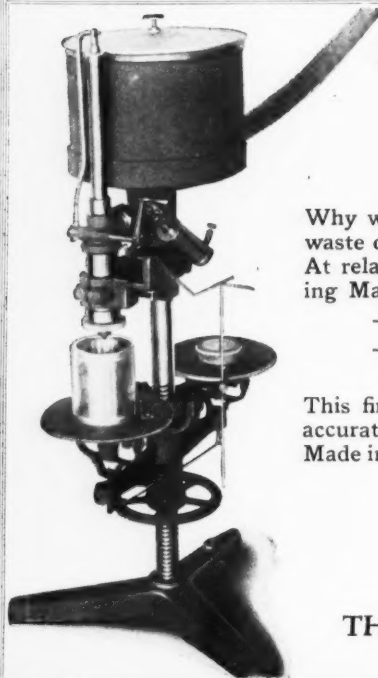
NAPHTHALENE—Crushed, crystals, flake, balls and blocks for use in making moth preventives and deodorizing blocks.



DISINFECTANTS—Coal Tar Disinfectant, coefficient 2 to 20.
Liquor Cresolis Compositus, U. S. P.
Hydro (cre) Sol (a cresylic and soap product).

SPRAYOCED—Cedar scented insecticide.

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For filling insecticides into cans--

THE MONOSCALE FILLING MACHINE

Why worry with hand filling? Its inaccuracy, mess and waste only necessitate extra work and add to your costs. At relatively small cost you can get the Monoscale Filling Machine, that will:—

- Measure an exact quantity into each can.
- Avoid all splashing, dripping, overflowing and soiling of cans.

This fine piece of equipment will continue to do clean, accurate work for you after years of use.

Made in two sizes: Gallon size fills up to gallon cans: five gallon size fills from ½ pint to 5 gallon cans.

Easily adjusted in a few minutes for different size cans.

Write for pamphlet.

THE KARL KIEFER MACHINE CO.
CINCINNATI, OHIO

Say you saw it in SOAP!

after mature consideration that by some means the members of this body should endeavor to place their house in order before directly or indirectly soliciting or encouraging the help of outsiders. Too often have we seen regulations made for industries, because those engaged in them knew little or nothing about them, by outsiders appointed by the authorities who in turn knew less. Undoubtedly, the control of this condition, certainly among our membership, could be brought about by some equitable method after its having been placed in the proper hands and given the necessary consideration.

IT WOULD look comparatively simple to agree among ourselves that we would put out products of not less than a certain quality and accept into or hold in membership only those who were willing to comply with the accepted standard of quality. If this did no more, it would at least place us in a position to prove to the American public—and what I fear will be necessary shortly, to the authorities who will be appointed to control this work—the fact that we ourselves as an Association in this direction as in others live up to a certain self-created standard.

Might it not be that the standard created by us would have a very great effect on the ultimate standard set by any power in the future controlling our business? If we do not take some action and that very shortly, those of us who are making good products must realize that it will be considered that we "run with the pack" and consequently will be entitled to no more consideration in future deliberations concerning the creation of a standard than those making poor products. In brief, gentlemen, is it not common sense that if we are honest, we should say so, and not be forced to prove it later from among the ranks of those indifferently honest at which time we will never be able to get rid of the stigma attaching itself to our product.

THE WRITER has personally come into contact with so-called insecticides made by men of different qualifications from ex-bootleggers to barbers. He has direct knowledge of it being made in apparatus varying from a galvanized iron wash tub and a fence picket to the most improved method of re-percolation. He has seen every type of solvents used from kerosene to gasoline by people who knew not the meaning of specific gravity, flash point nor boiling point. He has seen labels and circulars enumerating fantastic claims, edited by persons who could not use average intelligent English, and he has seen products sold on the market

for prices which were incompatible with continued success from a financial standpoint.

These conditions, gentlemen, are alarming when we consider their effect on the great mass of buying public and most certainly demand our intelligent consideration. We might seriously point out that the next great warfare against extermination will probably be fought against the insect armies, and we know full well that if there were withdrawn from the market, for the brief period of one year, the insecticides both of an agricultural and household nature, existence would certainly become precarious.

In regard to our own products, I would suggest the following consideration of: Quality—in Material; Quality—in Method; Quality—in Finished Product; Quality—in Container; Quality—in Packing; Quality—in Shipping; Quality—in Advertising; Quality—in Selling; Quality—in Dealings, and Uniformity.

If it be proper at this time, I would strongly recommend that your Board of Governors consider this very grave need for the adoption by this body of a self-created standard.

Origin of the Deodorizing Block

In the December issue of SOAP, a statement covering the history of the U. S. Sanitary Specialties Corp. of Chicago, said that the company "was one of the pioneers in the manufacture of air conditioning blocks, liquid soap gravity dispensing systems, and other sanitary and hygienic specialties." H. I. Koppelman, president of the company, states that his firm was not one of the originators of the paradichlorobenzene block, but was *the* originator. He states that Dr. R. C. Roark, now of the Food, Drug & Insecticide Administration, under Dr. Haywood, originated and patented the para block back in 1918 when he was a chemist in the employ of the U. S. Sanitary Specialties Corp.

Metal polish exports aggregated 188,814 pounds, valued at \$29,748, in November, 1927. Shoe polish exports, totaling 335,363 pounds in the same month, were valued at \$81,616. Shipments of all other blackings and polishes reached 332,679 pounds, valued at \$66,524. China took 28,700 pounds of metal polish, Canada buying 23,389 pounds. Cuba was the leading importer of American made shoe polish, taking 32,122 pounds, Canada ranking second with 24,143 pounds. Canada bought by far the most of other blackings and polishes, 108,903 pounds.

AROMAZON

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A Decidedly Superior and Distinctive Outfit—which will help you get and hold your share of the air conditioner business in your territory.

Special Features overcome competition; and insure repeat business.

Write for Descriptive Literature
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The Aromazon Air Conditioner (metal container) is the most strikingly attractive device of its kind. Substantially built of iron and non-corrosive terne plate, finished in a beautiful and durable ivory lacquer, its ornamental appearance appeals to your prospect at once—and your sales resistance is immediately lessened.

The Aromazon Disks are equally as distinctive in appearance, quality and efficiency—and present the decided advantage of convenient regulation of results to meet each individual need.

A combination with which you can successfully meet any competition.



Also
Liquid Soap
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Paradichlorobenzene

Specially prepared for
Moth Preventatives
and
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For Immediate Shipment in
200, 100 or 50 Pound Barrels

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SICKROOM SAFETY

depends on cleanliness and disease germ control. A good disinfectant is the surest manner to kill disease germs and protect against infecting those who care for the sick.

Let your druggist recommend a good disinfectant.

Who Pays?



If you Neglect!
Kill the Germ
and Insect!

SPRAY And
DISINFECT!

INSECTS Carry GERMS GERMS Cause DISEASE

Protect your home, by the plentiful use of a good disinfectant where disease germs breed, in sick rooms, in cellars, in garbage pails, in toilets. Prevent insects from carrying disease in and about your home by spraying often with a dependable insecticide in a good sprayer.

MOTH DAMAGE Is Unnecessary

*Keep this Vandal
out of your Clothes
Closet by the use of*

Repellant Blocks & Crystals

*Before Storage of Woollens,
spray well with a good insect-
icide and pack with plentiful
supply of moth blocks or
crystals—perfumed or plain
as you desire.*

SPRAY

in the Cracks
and Crevices

And

KILL INSECTS

where they
hide away
and breed!

Type of posters and advertisements suggested by the Exhibit Committee of the Insecticide & Disinfectant Manufacturers Association for general use and co-operative publicity. These posters were displayed at the recent convention in New York in connection with the exhibit of products.

Germany Urges Use of Insecticides

During the summer of 1927 sanitary authorities in the municipalities and rural districts of central Germany waged a rigorous campaign against mosquitoes and other insect pests. The public's attention was directed to the damage which these pests do to health and property, and householders were compelled to take definite measures for their extermination. The spraying of cellars, barns, and similar breeding places was very generally prescribed. As a result of these regulations, sales of insecticides immediately increased, and the fact that the public was obliged to become more generally familiar with their use will undoubtedly continue to affect the demand for them favorably. Several German insecticides are already on the market and the growing demand has been accompanied by the introduction of a number of new brands. The general price range for these domestic products may

be gauged from the following examples (1 mark = \$0.238):

"Panol," a liquid insecticide manufactured by Friedrich Jung & Co., Leipzig, retails per 1/4 liter bottle for 2.25 marks (1 liter=1.05 qts.)

"Pereat," a powder manufactured by I. G. Riedel Berlin, retails per 30 gram box for 0.40 mark.

"Servus," a powder manufactured by Ernst Colditz, Leipzig, retails per 40 gram box for 0.50 mark.

"Flores Chrysanthemi," a powder prepared by retail druggists from dried chrysanthemum blossoms, sells per 20 grams for 0.30 mark.

American insecticides have found a ready market in central Germany despite their somewhat higher prices. Their introduction was facilitated by a skillful and energetic advertising campaign, while their superior quality and efficacy have created a general preference for them. Provided the price for American in-

It Sprays Continuously! BROWN'S AUTO-SPRAY No. 26



The killing power of your spray will be doubled with the use of this sprayer—and the labor of spraying will be reduced by more than half. It is of simple construction, completely demount-

A whirlwind of fine, misty spray continuously maintained with but slight effort!

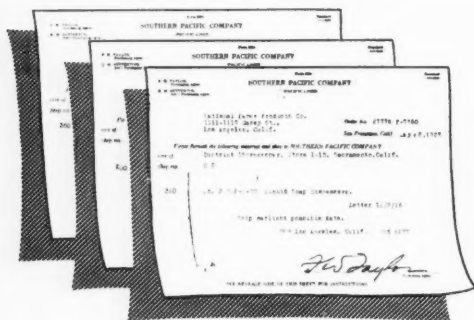
able without the use of tools, is strong and efficient. An ordinary room can be filled with a fog of vapor in one minute with this equipment.

Put Your Product Ahead of Competition!

If you want more information and prices write to us. Better still, pin

this advertisement to your letterhead and we'll do the rest.

THE E. C. BROWN COMPANY
ROCHESTER **NEW YORK**



BOBRICK'S SOP-O-ZON DISPENSERS

Have been the Standard Equipment of the Southern Pacific Company for over 15 years because THEY STAND UP under Railroad usage.

Do you sell SOP-O-ZON Dispensers or are those broken-down Dispensers one sees scattered all over the country used by your customers?

A Broken Dispenser Uses No Soap

BOBRICK CHEMICAL CORPORATION

Eastern Division
87 FIFTH AVENUE
NEW YORK CITY

Western Division
111-117 GAREY ST.
LOS ANGELES, CALIF.



secticides continues to be competitive, there appears little doubt that they will be able to dominate the market. Further information concerning the German market is available to accredited firms upon application to the Chemical Division, Bureau of Foreign and Domestic Commerce. (Consul F. Van den Arend, Leipzig).

There is a very considerable demand for household insecticides in and about Genoa, Italy. Some of them, especially those of American origin, are reported to have a large sale. The most popular insecticides are in liquid form and are applied by means of a sprayer. They are sold by druggists and general stores, and are reputed to be the most effective exterminators of flies, mosquitoes, and other noxious insects, that have hitherto been offered to the public. These sprays are purchased by householders generally, although not by poor families, as the prices are high. The poor, if they use any insecticides, customarily employ a powder preparation, the basis of which is said to be pyrethrum flowers, which is manufactured by an Italian concern and sold under the trade name of "Razzia." It costs about fifteen cents for a package containing 25 grams. Liquid sprays are obtainable in the retail stores

of Genoa, and presumably throughout Italy, at 11 and 12 lire per can, or bottle, containing $\frac{1}{4}$ liter, or about half a pint. Sprayers retail at 15 or 16 lire each (\$1 equals 18.30 lire at present rate of exchange). Dealers' prices are said to be subject to a discount of 15 per cent with 60 days' credit. A list of importers and dealers in insecticides and germicides in Genoa is available to accredited firms and individuals upon application to the Commercial Intelligence Division, Bureau of Foreign and Domestic Commerce.

Household insecticides, particularly those especially effective against mosquitoes, should have a larger sale in South Africa, says a Consul report from Durban, as the local health board is conducting a vigorous campaign in this direction. The summer months are from November to May. Incidentally, the Consul suggests that American manufacturers have their own agents, as the local distributors will not buy from one another.

A greater use of sulfonated oils and fats as bases for liquid soaps is recommended in a discussion of the chemistry of liquid soaps by Pomerantz in the *Seifensieder Zeitung*, 54, pg. 511, 1927.

Tested
BOTANICALLY

HOPKINS'

Tested
MICROSCOPICALLY

Trade YUNIFORM Mark

PYRETHRUM PRODUCTS

Made from ONLY ONE GRADE of flowers
Closed Dalmatian Insect Flowers
(*Chrysanthemum Pyrethrum Cinerariaefolium*)

HOPKINS'
CONCENTRATED
PYRETHRUM
EXTRACT

"Uniform in Strength"

HOPKINS'
CROW BRAND
INSECT
POWDER

J. L. HOPKINS & CO.
Since 1890

135 William St.
NEW YORK

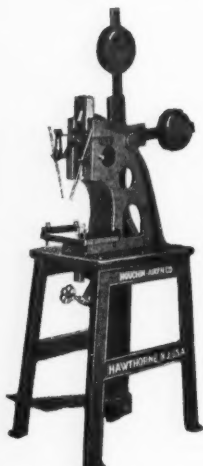


Tested
CHEMICALLY

Tested
PHYSIOLOGICALLY

Machine make your DEODORIZING BLOCKS

Save 5% of your raw material!



Houchin-Aiken
No. 4
Soap Press

Do away with melting and 5% waste—cold press your blocks, etc.

By pressing your deodorizing blocks on this machine you can speed up your production, manufacture for less money and turn out uniform, smooth, solid cakes that will, in themselves, be an advertisement for your business. If you are still making blocks by hand, or in molds, this equipment will save you a good deal more than its cost in short order. A 5% saving in raw material

alone will be affected through manufacturing by this new cold process as against the melting process.

The Houchin-Aiken press can be adjusted to turn out cakes from 2 inches to 5 inches in diameter and from $\frac{1}{2}$ inch to 2 inches in thickness. Best of all, this press is a sturdy piece of equipment—it *will last*. Thousands like it are in constant use in soap factories all over the world.

Why not send us a small quantity of your raw material? We'll turn it into sample cakes. These will prove the value of this press conclusively.

HOUCHIN-AIKEN COMPANY
Hawthorne New Jersey

Say You Saw It in SOAP!

THE average business house receives a great many inquiries for its products or services every year which cannot be attributed to any special source. A vast majority of these probably originate from some form of advertising but, due to the general tendency toward not mentioning the names of publications, cannot be directly traced.

A short time ago a manufacturer, using space in this magazine, received a number of inquiries during the week following publication. All were for a product which was advertised exclusively in SOAP. Not one of the letter-writers, however, mentioned SOAP, although all of them wrote because they saw the advertising in the magazine.

When you write to a manufacturer of raw materials or equipment, in response to advertising in this publication, say you saw it in SOAP. The advertiser will appreciate it—and so will we!

The Publishers

Say you saw it in SOAP!

Ohio Ruling on Insect Powder

The State Board of Pharmacy of Ohio has ruled, and reaffirmed its decision upon review, that insect powder (powdered pyrethrum) must be sold exclusively through the stores of registered pharmacists, and cannot be sold through general retail stores, under Section 12,708 of the Ohio Pharmacy Law. Bulletin of the *Insecticide & Disinfectant Manufacturers Association* sent out under date of January 18, explains the ruling in detail as follows: "The Ohio State Board of Pharmacy has ruled that insect powder does not come within the class of products which may be sold by general dealers in that state and therefore must be sold exclusively by registered pharmacists. When this information first reached us, we wrote to the Secretary of the Board at Columbus to learn if this decision was authentic. Upon being informed that the Board had so ruled, we asked for a review of the decision on the ground that insect powder was perfectly harmless to man and involved no hazard to human life, and was not therefore a product which should be listed among poisonous and injurious substances. Those of our members who were known to be makers of or dealers in insect powder were requested to immediately write to the State Board of Pharmacy in protest of the Board's previous ruling, and the response was both prompt and generous, copies of such letters being sent to this office for notation.

"The Board met at Columbus on Monday, January 9th and considered the various letters received. Apparently it was unwilling to reverse itself for we are again informed by the Secretary that the former decision was reaffirmed. In the meantime our Attorney tells us that under the circumstances there is but one thing to do. That thing is for our members to continue selling insect powder in Ohio the same as heretofore through general merchants who are not registered pharmacists, and leave it to the State Board of Pharmacy to start proceedings.

"Some of our members will wish to know what authority the State Board has for its action. Section 12,708 of the Ohio Pharmacy Law states that 'sections 12,705 and 12,706 shall not prohibit a person from selling Paris Green and other materials or compounds used exclusively for spraying and disinfecting when put up in bottles or boxes, bearing the name of a legally registered pharmacist or wholesale dealer, and labeled as required by law, or apply to or interfere with the exclusively wholesale business of a dealer. The Board holds that

VIOFLOR

THE most powerful deodorizing agent for insecticide solvents, soaps, polishes.

One pound of VIOFLOR to a ton of soap will

DEODORIZE

it completely. A pound of VIOFLOR to 400 gals. acts as a successful

DEODORANT

for your white spirit.



VIOFLOR is not a covering agent. It attacks the odor chemically. It is cheaper than essential oils, and cannot be lost through evaporation. Saves in manufacturing costs and gives complete deodorization.



Manufactured by

Crepin & Doumin, Ltd.
London



Sole American Selling Agents

JOHN POWELL & CO.

114 East 32nd St. New York City



Let us send you samples
and complete details.

Vaporizing Perfumes

READY sellers due to their popularity as Deodorizers in Theatres and other Public Places.

We have several very fine Bouquet Bases for making them. Used in the proportion of 4 oz. to a gallon.

Prices range from \$7.50 to \$10.00 per lb.

If you are interested in an odor which is different from the usual run of perfumes for this purpose, we would suggest that you communicate with us.

These same Bases may also be used for making Theatre Sprays.

May we submit samples?

P. R. DREYER

26 CLIFF STREET

NEW YORK

Sole Representative of

Bertrand Freres, S. A.

GRASSE

FRANCE

Sole Selling Agent for

VANILLIN FABRIK
Hamburg, Germany
Aromatic Chemicals

NORD AFRICAN
COMMERCIAL
Alger, Africa
Oil Geranium

H. RAAB & CO.
Roermond, Holland
Artificial Musk

PAOLO VILARDI
Reggio Calabria, Italy
Messina Essences



VOGEL INSECTICIDE SPRAYERS

A low priced sprayer that will stand up under hard use.

Also VOGEL'S Continuous Insecticide Sprayer

Holders for
DEODORIZING BLOCKS

Decorated and Plain
TIN CANS

Special cans for the insecticide trade.
All shapes and sizes.

Send us your specifications and let us submit samples and prices

WILLIAM VOGEL & BROS., INC.

37-47 So. 9th Street

Brooklyn, N. Y.

IN BUSINESS OVER FIFTY YEARS.



Say you saw it in SOAP!

insect powder, being an insecticide *which is not used exclusively for spraying*, does not come within the exempted list of products and therefore must be sold only by registered druggists. This ruling does not affect the sale or distribution of liquid insecticides.

Should any of our members at any time experience difficulty with the Ohio pharmacy officials over the sale of insect powder by general merchants, please advise this office immediately, giving full particulars."

While household insecticides are not being used to any great extent in Jamaica, at the present time, a survey by the Consul, at Kingston, indicates that the field is there and only awaits proper development. Two American spray products have already been introduced, with a fair amount of success. Cockroaches are the main household pest. Imports of insecticide are valued at about \$30,000, this country supplying one third of the goods and England the remainder.

J. L. Hopkins & Co., New York insect powder and neutral soap house, announce that S. Foster Roberts, formerly with E. Fougere & Co., New York, has joined their organization as general sales manager.

I. & D. Exports on Increase

Exports of household insecticides, disinfectants, germicides, etc., increased materially in November, marking the first upward trend in four months. Shipments totaled 1,150,975 pounds, valued at \$229,482, over a quarter million pounds and about \$28,000 above the figures for October. Spain took the most in tonnage, 366,830 pounds, but paid only \$4,680 for the goods. Argentina continued to spend the most for American made products, however, November shipments of 314,590 pounds having been valued at \$94,612. British South Africa bought 126,695 pounds, valued at \$40,576. Other large shipments went to Canada, Mexico, Cuba, Colombia, Peru and Venezuela.

Disinfectant, household insecticide, germicide and related product production figures will be available in complete form for the first time when the statistics covering 1927, now being gathered, have been received by the Census Bureau. In order to get these figures early, it will be necessary for manufacturers to prepare their individual reports promptly so, if this has not been done already, the work should be finished up immediately and the completed reports mailed to the Bureau at once.

Acme Sprayers for years have been sold under a money-back guarantee—evidence of our careful manufacturing, testing and inspection methods.

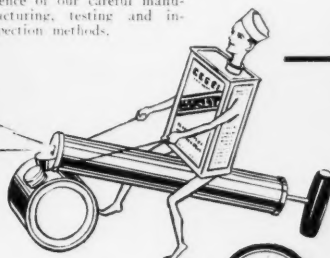
**Let Your Product
Ride to
Success
on Acme Sprayers**

A sprayer that co-operates with your product is a decided advantage in merchandising insecticides, repellants, etc. The better the sprayer, the better they like your product.

Our fifty years' experience, large factory and efficient production facilities, not only insure you the kind of a sprayer you want, but accord prompt attention to your orders always.

If our large line does not include the type of sprayer you want, we will design a sprayer made to your specifications—and it will be RIGHT.

Write for samples and prices.



4 Distinct Improvements

Our No. 200 Sprayer has a Drip Cup which keeps the liquid from dripping on the floor or person; air and spray tubes are co-ordinated to produce a mist or fog that hangs in the air longer; special processed leather plunger cup takes hold instantly and gives full spray volume; vent in can screw prevents siphoning when not in use.

POTATO IMPLEMENT CO. - Dept. 00 - Traverse City, Mich.

perfumes for
**theatre sprays - deodorants
 and liquid soaps !**

A complete line of perfuming specialties originated
 especially for use in this class of products including

**Violet - Rose - Cedar - Lilac
 Corylopsis - Oriental
 and many others**

These odors are fragrant, stand up perfectly
 and will last. They are priced reasonably.

Samples and quotations on request.

Perhaps you may want to use an individual odor in your products—something that is not noticeable among competing sprays, deodorants, liquid soaps, etc. If so, tell us what type of

perfume you want and we will originate something for you—and if you approve the sample and adopt the odor your right to its exclusive use will be protected.

GEORGE V. GROSS COMPANY
 30 Old Slip New York

CRESYLIC ACID

97-99% Pale or Dark



TAR ACID OIL 25%

Washed frozen free of naphthalene

Guaranteed to make milk white solution—not pink.

Neutral Creosote Oil

Powdered White Arsenic

Saponified Cresol

Liq. Cresolis Compositus, U.S.P.

Cooper's Commercial Disinfectant

WILLIAM COOPER & NEPHEWS
 INCORPORATED

1909 Clifton Avenue

Chicago, Ill.

Say you saw it in SOAP!

The
 & Di
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 regula
 Club
 Presid
 Secret
 Evans
 Dr. W
 Treasu
 Bro. ;
 Powell
 White.
 MacNa
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12 Packe

I. & D. M. A. Board Meets in N. Y.

The Board of Governors of the Insecticide & Disinfectant Manufacturers Association, along with certain committee chairmen, held a regular meeting February 8 at the Old Colony Club, New York. Those who attended were President H. W. Hamilton, White Tar Co.; Secretary H. W. Cole, Baird & McGuire; Evans E. A. Stone, Standard Oil Co. of N. J.; Dr. William Dreyfus, West Disinfecting Co.; Treasurer Robert J. Jordan, Wm. E. Jordan & Bro.; Peter Dougan, Merck & Co.; John Powell, John Powell & Co.; Dr. Robert C. White, R. C. White Chemical Co.; Ira P. MacNair, SOAP.

Future meetings of the Board this year were scheduled for April at New York, June at Chicago, August, October, and December at New York. The dates for the Mid-Summer Meeting were scheduled for June 4, 5 and 6 at the Edgewater Beach Hotel, Chicago. The meeting lasted from 4:00 P. M. until 9:30 and was taken up by intensive discussion of several pressing problems of the industry. No action will be taken at present regarding the Ohio insect powder ruling and it was held that it might be harmful to manufacturers of this product to force the issue at this time. Several new service activities for members were discussed

and these may be put into use during the year.

President Hamilton announced his 1928 committee appointments as follows: Insecticide, F. W. Foreman, Toledo Rex Spray Co.; Disinfectant, Peter Dougan, Merck & Co.; Standardization for Disinfectants, Dr. W. D. Dreyfus, West Disinfecting Co., and for Insecticides, Dr. Robert C. White, R. C. White Chemical Co.; Membership, John Powell and C. Campbell Baird; Program, J. W. Bailey, Tanglefoot Co.; Ira P. MacNair, MacNair-Dorland Co. Special Committees: On Trade Ethics, Fred A. Hoyt, Frederick Disinfectant Co.; Scientific, William H. Gesell, Lehn & Fink, Inc.; Legislative, D. W. Tannenbaum, Idico Corp.; Cost Finding, J. L. Brenn, Huntington Laboratories; Co-operative Advertising, Evans E. A. Stone, Standard Oil Co. of N. J.

James H. McGuire, treasurer of Baird & McGuire, Inc., returned from a four months' trip through South America on Feb. 8. Mr. McGuire made a combination business and pleasure trip.

Paramount Sanitary Products Co., New York, manufacturers and jobbers of soaps, disinfectants, sprays, etc., have moved their offices from 1193 Broadway to 46 Cedar St.

Unsurpassed in any detail, Superior in Many

1 Continuous Drip Flange. Dripless at any angle. Unatomized liquids automatically returned to receptacle.

2 Plunger leather fastened with nut—replaceable. Not riveted.

3 Hole for oiling and preserving perfect functioning of leather.

4 Tank is indented (not cut out) and barrel soldered to it all around. Strongest construction known.

5 Stop-burr on plunger eliminates denting end of plunger barrel.

6 Plunger held by screws—not nails. Removable for renewing leather.

7 Can-screw cork lined, ample size.

8 Capacity approx. 16 ozs.

9 Siphon tube fully protected. Curved siphon tube and perfect coordination of tube and barrel produces most effective spray at all angles.

10 Double tested for workmanship and efficiency.

11 Made entirely of 107-pound base bright tin plate—plain or lithographed.

12 Packed in 175-pound test cartons.

The LOWELL NU-DAY

Send for a sample Lowell NU-DAY Sprayer. Compare it with any other sprayer in its field. You will immediately recognize its great superiority and be surprised at the fact that it costs no more than the average run of sprayers.

Write NOW for sample and quotations.

LOWELL SPECIALTY CO.
Lowell Mich.



*Not like
ordinary
sprayers*

The Robertson Compressed Air Sprayer

This is the *first* and *original* continuous sprayer ever put on the market. They are universally conceded to be the best ever made. Built from the highest quality of material and guaranteed to be perfect in operation and workmanship. All sprayers tested before leaving factory. Prices mailed on request.

Manufactured by

JAECKH MANUFACTURING COMPANY

422 East Eighth St.

Cincinnati, Ohio

Mixing!



Stirring!

Agitating!

in

Little Tanks or
Big Tanks

A **Hy-Speed** Mixer

Will do more mixing than three men at a cost of 5c per hour.

They can be clamped to any tank in two minutes and operate from light sockets. Yet they cost so little and give such superior results over hand labor and old style agitators that we are pleased to send them out on approval without obligation.

THOUSANDS IN USE.

Write for folder SM3

ALSOP ENGINEERING CO.

47 W. 63rd Street

New York

Filters, Mixers, Pumps, Bottle Fillers, Tanks, etc.

*THE advertising pages of SOAP
are read every month by practi-
cally every manufacturer of*

Disinfectants

Cattle Dips

Household Insecticides

Theatre Sprays

Deodorants

Polishes and Cleansers

*in the United States and Canada.
If you want to increase your busi-
ness in these fields, SOAP can help
you do it.*

CRESYLIC ACID

All Grades

CREOSOTE OILS

**Cresol
U.S.P.**

Specially prepared for
disinfectant manufacturers.

**Phenol
U.S.P.**

COAL TAR PRODUCTS

WM. E. JORDAN & BROTHER, 2590 Atlantic Ave., Bklyn., N. Y.
Mechanics Bank Bldg.

Telephone Glenmore 7318-7319

Say you saw it in SOAP!

Trade Marks Granted

(From Page 55)

237,071—Disinfectants, Deodorants, Insecticides, vermin destroyers. E. M. E. Corporation, doing business as Kemiko Mfg. Co., Newark, N. J. Filed July 6, 1927. Serial No. 251,549. Published October 25, 1927. Class 6.

237,091—Castile Soap. Joseph Victory & Co., New York, N. Y. Filed August 12, 1927. Serial No. 253,398. Published October 18, 1927. Class 4.

237,364—Powder Hand Soap. A. J. Carley, doing business as Point Hand Kleener Co., Friendship and Stevens Point, Wis. Filed August 20, 1927. Serial No. 253,736. Published November 1, 1927. Class 4.

237,373—Liquid-Insecticide-Spraying Compositions. McCormick & Co., Incorporated, Baltimore, Md. Filed August 25, 1927. Serial No. 253,950. Published October 25, 1927. Class 6.

237,434—Insecticides. Virus Limited, Inc., New York, N. Y. Filed September 2, 1927. Serial No. 254,313. Published November 1, 1927. Class 6.

237,522—Soap. Western Soap & Chem-

ical Co., Los Angeles, Calif. Filed July 14, 1926. Serial No. 234,543. Published February 8, 1927. Class 4.

237,567—Soap. Alfred J. Krank, St. Paul, Minn. Filed June 29, 1927. Serial No. 251,278. Published October 25, 1927. Class 4.

237,676—General Cleansing and Washing Compound. Helpa Products Corporation, Hoboken, N. J. Filed January 7, 1927. Serial No. 242,481. Published November 8, 1927. Class 4.

237,831—Disinfectant. Raffaele De Angelis, doing business as Thymoform Company, Providence, R. I. Filed February 19, 1926. Serial No. 227,509. Published April 13, 1926. Class 6.

237,898—Soaps and Shaving Creams. The Mennen Company, Newark, N. J. Filed August 5, 1927. Serial No. 253,101. Published November 8, 1927. Class 4.

237,945—Dry Cleaner. Angel Dainty Dye Co., Chicago, Ill. Filed October 1, 1927. Serial No. 255,478. Published November 15, 1927. Class 4.

236,996—Soap. Frank E. Longtin, Los Angeles, Calif. Filed August 24, 1927. Serial No. 253,901. Published October 18, 1927. Class 4.

*Barrett
Standard*

COAL TAR PRODUCTS

CRESOLS and CRESYLIC ACIDS

Phenol U.S.P.	Cresol U.S.P.	Dip Oils
	Refined Cresylic Acid No. 5	
Tar Acid Oils		Hydrocarbon Oil
Naphthalene	Cumar	Flotation Oils
Meta Para Cresol		Special Cresol Fractions

The *Barrett* Company



40 Rector Street

New York, N. Y.

PYRETHRUM

IF your problem concerns pyrethrum in any form—
our analytical and research laboratories are at your
service.

DEPENDABLE - GUARANTEED - SERVICE

Member



by leaders in Pyrethrum Products
for almost half a century

M^c CORMICK & CO INC BALTIMORE
MARYLAND

SMITH SPRAYERS

Since 1888

Jim Dandy Sprayer



Patented June 30, 1925

Sprays insecticides, disinfectants, whitewash, floor oils, etc. No leather valves or packings. All brass ball valves and brass working parts. Develops high pressure, conserves liquid, many times as rapid as handy sprayers and made for long service and hard work. Write for catalog showing more than fifty styles — every size for all purposes.

Made in the U. S. A. by the Originators of Sprayers

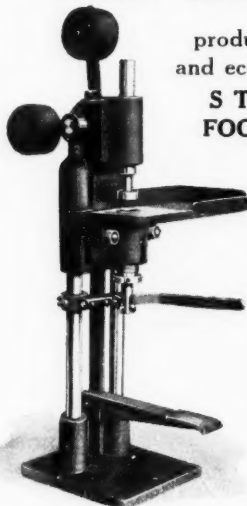
D. B. SMITH & COMPANY
UTICA, N. Y.



PARA BLOCKS



produced quickly
and economically by
STOKES
FOOT - PRESS



Full information
and quotation
on request.

Automatic
Machines
for
Laundry
Blue
Tablets
and
Washing
Tablets

F. J. Stokes Machine Co.
5826 Tabor Road, Olney P.O.
PHILADELPHIA

John C. Wiarda & Co.

260 Freeman St., Brooklyn, N. Y.

Manufacturers

Jobbers

Acids - Alkalies - Salts - Insecticides

SODIUM FLUORIDE

Fluffy - Extra light - Free flowing - 95% Pure

of our own manufacture

SILEX

SOAP FILLERS

—
Send for Samples

Recent Progress in Disinfectants

(From Page 91)

higher phenol coefficient. Although the phenol coefficient of chlor-thymol is not given in the literature, it appears from investigations carried out at the Lehn & Fink laboratories that it will be approximately 60. Whether chlor-thymol will possess all these properties which are being claimed for it at the present time, remains to be seen. Particularly, the chlor-phenol derivatives show properties which vary with the mode of application and the individual micro-organism against which they are being tested. Another disadvantage of chloro-thymol is its extremely low solubility in water.

Coal Tar Disinfectants

A new disinfectant by the name of "Ufinol" is mentioned by Schmidt-Weyland and Koltch, which is made from a special tar and said to be more active than cresol-soap disinfectants. The attention of the public has been recently called to a preparation by the name of "Monsol" about which sensational news has been published in daily papers. "Monsol" is said to be extremely germicidal and still very little toxic. Very probably "Monsol" represents an attempt to utilize the tar oils produced in the course of the Mond gas process. This disinfectant is not clearly soluble in water but gives

a milky emulsion resembling that of disinfectant solutions of the Creolin type. It possesses a rather unpleasant odor.

This survey of progress in disinfectant research and technology does not by any means contain everything that has been published in literature on the subject within the last year. However, I thought it preferable to stress those events which represent decided innovations and promise interesting developments in the future rather than give a complete list of all pertaining papers which can be found in the literature on this subject.

Rat exterminators have been having a busy time in England, particularly in London, following the recent disastrous English floods, thousands of rodents formerly quartered among the wharves, warehouses and basements in the low lying parts having been driven from their homes to other parts. William Dalton, official London pied piper, said that never before had his staff of expert exterminators had such conditions to contend with.

Raw materials for the manufacture of fly exterminators are wanted by a Swedish firm. Interested parties should communicate with the Swedish Chamber of Commerce of the U.S.A., 25 Beaver st., New York, mentioning Ref. 358.

INSECT POWCO POWDER

BRAND
REG. U.S. PAT. OFF.

The experienced Pyrethrum buyer demands high killing power. The killing power you get per dollar expended is the true measurement of value.

POWCO BRAND guarantees purity and definite high killing power—true buying economy.

JOHN POWELL & CO., INC.

12 WATER ST., NEW YORK

ARABOL ADHESIVES



Glues, Gums & Pastes
For Every Purpose
Write For Samples

THE ARABOL MFG. CO.

NEW YORK: 110 E. 42ND ST.

CHICAGO: (CICERO) ILL.

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Space does not permit listing every item in stock. Write for items not yet listed.

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Houchin-Aiken, Dopp & Doll Steam Jacketed Crutch-ers, 1000 #, 1200 #, 1350 #, 1500 #, 1800 #, 3000 #, 6000 #, & 10000 # cap.
Crutchers for floating soaps.

Soap Presses

Jones, Machinery Designing & Ralston Automatic Presses for toilet and laundry soap.
Dopp, Crosby & Empire Foot Presses.
Scouring Soap Presses.

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Day Jacketed Marshmallow Mixers, Pony Mixers, Talcum Powder Mixers, Rouge Mixers, Ointment Mill, etc.

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Houchin-Aiken Steel Automatic Table with self-spreader & extra headers.
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Houchin-Aiken, Curtis-Davis, Dopp & Newman's Hand and Power Slabbers.

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Houchin-Aiken 4 and 5-roll Steel Mills.

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Blanchard #10-A & #14 Soap Powder Mills.
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Wms. Patent Crusher & Pulverizer.
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Sperry, Perrin & Shriver Cast Iron Filter Presses, 12", 18", 24", 30" & 36".
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Container Corp. of America, manufacturers of solid and corrugated fibre-board products, have issued a trade letter, through J. P. Brunt, vice president of the firm. The report indicates that 1927 was quite satisfactory and that the firm looks forward to a good year in 1928. Buyers of boxes were reported as mostly out of the market during the last two months of 1927 but, as stocks were believed to be low at the start of this year, the company looked for a good increase in business through January and February with possibly higher prices. The letter indicated that box consumers were becoming more disposed toward covering their requirements on a contract basis.

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